

# The American Perfumer

and Essential Oil Review

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See also page 9

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## THIS MONTH AND NEXT

**T**AXES and how they are to be applied are still the chief topics of conversation in the industry. As usual, our Washington Bureau has sent us the latest and most authoritative material regarding this important matter covering definite rulings of the Bureau of Internal Revenue on numerous disputed points. Other news covers the Trade Commission's ruling on "Notox," an unusual list of new products and packages, the Design and Industry Exhibition covered by Mrs. Larison and some small account of the Foragers' Outing. Articles are exceptionally interesting featuring Mr. Clary, Mr. Redgrove and Mr. Fairman. We have heard from Dr. Guenther who is abroad that some excellent new material will be available for articles on raw materials when he returns in the Autumn. Dr. Winter writes that he is preparing some further articles after a long absence due to the pressure of other work. These next few issues are going to be interesting enough.

The  
**American Perfumer**  
and Essential Oil Review

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VOL. XXVII

No. 5

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# The American Perfumer

and Essential Oil Review

JULY, 1932

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Vol. XXVII, No. 5

## Definite Rulings on Tax Regulations

*Private Brand Situation and Other Disputed  
Points Cleared Up By Bureau*

*by C. W. B. Hurd*

WASHINGTON, July 15.—During the period since June 21, or less than one month of operation of the new manufacturers' sales tax, with special interest as applied to manufacturers of toilet preparations, the Bureau of Internal Revenue has devoted itself principally to breaking down general regulations into the interminable details necessary to properly administer them in the interest of revenues.

Many of the rulings made there have affected manufacturers of toilet preparations and perfumes, these being principally in reply to numerous inquiries received by the Bureau.

In these rulings two general regulations have come about, as follows:

1. In many cases the owner of a formula, trade mark or private brand is considered as the manufacturer for tax collection purposes.

2. In cases of articles subject to many uses the question as to whether such articles fall within the bracket of toilet preparations for taxation purposes is generally determined by the label on them.

### Private Brands

Since the regulations were first announced many changes have been made in the rulings concerning private brands, and others are likely to be made, for it is readily admitted by officials that the opening of a vast new field of taxation requires lengthy study before the administration of these taxes is perfected.

However, as the rulings now stand in a semi-permanent form, the general statement above marked No. 1 may be accepted as definite. Under that heading come the following rulings:

*Where a trade mark or private formula owner buys the entire output of a manufacturer the trade mark owner pays the tax.*

*Where a trade mark owner supplies credit or materials to a manufacturer in order to obtain his special formula preparations, even though the manufacturer deals with many other firms, the trade mark owner pays the tax for he is legally counted as the manufacturer.*

It makes no difference whether the trade mark owner buys outside his own establishment in bulk, in rough package form or whether he lets the contract for the completely finished product, including package and wrapper, the trade mark owner now is counted the manufacturer and is liable for the tax.

The difference in the amount of tax involved is large, for wherever a tax is assessed on a particular party that party is taxed on the basis of his own sales price.

*In other words, this amounts to a tax on the distributors' price, in the opinion of some experts but not in that of the Government.*

### Two Definite Questions

Two propositions laid before experts in the Bureau of Internal Revenue that brought affirmative answers follow:

If "A" manufactures an article for "B" and "B" owns a trade mark, patent, formula or recipe, and "B" takes the entire output manufactured under such patent, trade mark, formula or recipe, "B" is the manufacturer.

If "A," a dealer, employs "B" to manufacture an



article for him, and supplies all or a part of the materials for its manufacture, "A" is the manufacturer.

Preliminary rulings by the Bureau were to the effect that in each instance the reverse would be the case, but, as stated when they were reported, the rulings were tentative and the Bureau had as yet made no test of them in application. Incidentally, the preliminary rulings were made on only a few days' notice, while rulings at this date have been subjected to a scrutiny by counsel, and those which affect toilet preparations are closely tied in with general rules set up for all types of manufactures.

### A Third Illustration

A third illustration here enters the picture. Again applying the rule of "A" and "B" it follows:

*"If 'A', a private brand house, manufactures an article complete in every respect for 'B', a distributor, but does the manufacturing under license from 'B', who owns the private brand or recipe, but contributes nothing more except to contract for the entire output of this product, then 'B' is the manufacturer.*

This illustration, together with the first one noted above, both of which have been approved by the Bureau, shows conclusively that however slight may be the participation of a private brand or trade mark owner in the manufacture of his special article, he apparently is liable for the tax.

### Open Formulae

The Bureau has not yet decided another broad question which has caused as many or more inquiries than the question of tax liability on private brands, this concerning the matter of bulk sales where no private brand is involved.

The counsel of the Bureau had expected to clarify this question today, but it was officially announced this afternoon that the question would be held open for several days at least.

The obvious reason for this delay is the difficulty of setting up a general yardstick, such as was done in the case of private brands. Until that question is answered, hundreds of inquiries received by the Bureau will await replies.

### Sales in Bulk

The most common question concerns the tax liability for goods manufactured and then sold in bulk to distributors or so-called manufacturers who buy bulk lots of toilet preparations or any other type of goods to package and sell under their own labels, although they are NOT the sole distributors of the product sold under their names and do not own the formula, patent or recipe.

The question to be decided in this case is whether the actual manufacturer or the one packaging and selling the product as his own under a special label is to be taxed.

*As the formula usually is owned by the actual manufacturer, or the primary manufacturer at least has authority for its use, it would appear that the primary manufacturer would be assessed the tax rather than the distributor.*

### Might Mean Discrimination

However, this would, on the face of it, run counter to the ruling set up for owners of private brands, trade marks or formulae, and in a sense creates unfair competition, for while the private brand owner would be taxed 10 per cent of what amounts to his jobber price, the manufacturer of the open formulae—usually a cheaper product—would be taxed on his actual manufacturers' sales price.

The same indecision now exists when this question is applied to the perfume trade as, so far as taxation is concerned, no line of demarcation is drawn between solids and liquids so long as they come under the general classification of toilet articles.

### Varying Taxes

Under a sub-heading "Accounting Difficulties" in the June issue of THE PERFUMER it was stated that "The Government will collect the tax on the actual sales price in each case and therefore two, or possibly more, rates of tax may be collected on identical articles made by one manufacturer."

That statement has frequently been challenged since it was published. The preliminary ruling was replaced for a few days with a tentative one that where a manufacturer sells to a dealer at one price and to a jobber at another, the jobber's price would be the basis for tax collection.

But it now is a definite ruling that manufacturers are to be taxed "on the actual prices received." Therefore, the original statement that two types of assessments on the same manufacturer might very conceivably be made is correct.

### Compact Refills

On compact refills, where the refill is manufactured at one place and the container at another and the two are assembled by a distributor, the ruling now is that the tax is paid on the refill only, or on the sales price of the manufacturer of the refill.

However, an exception would be where the refill was of a nature that would include it within a private brand, for then if the distributor owned the formula, recipe or trade mark, the distributor apparently would be liable for the tax in accordance with the general ruling on private brands.

### Doubtful Products

To advert back to No. 2 in the primary statements, the Bureau has ruled generally that the uses of a product are those indicated by its advertising on the wording on its label.

It is conceded that there are many medicinal products in the toilet industry, particularly with the expansion that has taken place in recent years.

Many disinfectants and deodorants in particular are genuinely medicinal in the sense that they correct physical faults or exercise some influence over secretions of the body when applied externally.

However, when they are advertised or labeled as being beneficial for the skin or the scalp, for instance, they are classed as toilet articles.

\* \* \* \*

This article is composed almost exclusively of replies  
(Continued on Page 266)

# Order in "Notox" Case

## *Federal Trade Commission Issues Sweeping Decision Chairman Humphrey Dissents and Criticizes Commission's Action*

WASHINGTON, July 13.—Only one important case affecting manufacturers of cosmetics was acted upon by the Federal Trade Commission during the past month, this concerning Inecto, Inc., New York, but in this case there was a challenge of Trade Commission procedure in a minority opinion written by a Commission member worded so strongly that it may serve as the basis for a most interesting appeal to the Federal Courts.

The dissenting member was Chairman William E. Humphrey, who in his opinion took his co-members sharply to task both for the manner in which hearings were conducted and for their decision. In fact, the dissenting opinion might properly be termed a rebuke from the manner in which it was written.

### **Orders Inecto, Inc., to Stop**

The Commission flatly ordered Inecto, Inc., to stop advertising a hair dye known as "Inecto Rapid Notox" as safe or harmless to use, or as not containing toxic, poisonous or deleterious properties. In the same sweeping order it likewise forbade the use of the word "Notox" in the designation of the hair dye, on the containers or in promotional literature.

The Commission in its ruling stated that "Notox" was used to indicate that the hair dye is non-toxic, or non-poisonous and ruled that such labeling is "false, misleading and deceptive," in that it "has a tendency to lead the public to believe that the hair dye is non-toxic or non-poisonous and is therefore safe and harmless."

### **Details of Findings**

The Commission held extended hearings in New York City, Pittsburgh, Cleveland and Cincinnati, hearing as witnesses beauty shop proprietors, persons claiming to be victims of the preparation and physicians who testified they had treated persons who had suffered ill effects from use of this preparation.

"Among the deleterious effects," the Commission stated, "testified to were skin inflammation and scalp irritation, sores on scalp and face, swelling of the eyelids and closing of the eyes for a period, and several others."

The Commission also found, in its order, that the company used testimonials and endorsements that were "NOT unsolicited testimonials."

Commissioner Humphrey's dissent covered all of these points and, because of the clear statement of the opposing side of this important case, his opinion is printed in full as follows:

### **Dissent of Chairman Humphrey**

"I dissent to the issuance of an order in this case on the record as it stands. The motion of the respondent

to take further evidence should have been granted. The record shows a vast amount of wholly immaterial evidence. The only effect of such evidence is to confuse the issue. There is also a vast amount of incompetent evidence, prejudicial to the respondent.

"The conduct of this case before the Trial Examiner was contrary to all judicial procedure. There was a total disregard of the rules of evidence, and, taking it as a whole, the way the trial was conducted was no credit to the Commission.

"The respondent made a motion to strike out a large part of the evidence that was incompetent and prejudicial to respondent. On this motion, the respondent was denied a hearing and a ruling until the final argument of the case. All this incompetent evidence was referred to in the brief of the attorney for the Commission and his main argument as to why an order should be issued was based upon such evidence. The motion to strike out such evidence was granted by the Commission, but not until the case was submitted for final decision to the Commission.

"Under the circumstances, I do not think that the respondent had a fair opportunity to overcome the prejudice caused by such incompetent testimony.

### **Product Not Legally Unsafe**

"After the motion granting the striking out of this irrelevant and prejudicial testimony, the only evidence left in the record, as near as I was able to ascertain, showed that only one user in about 6,500 was injuriously affected by the use of respondent's product.

"It is a matter of common knowledge that certain persons, because of an idiosyncrasy, are unable to eat eggs. Suppose that a manufacturer of mayonnaise advertises his product as wholesome and pure, and perfectly safe as a food; and suppose that some person, on account of his idiosyncrasy, is made sick by the eggs which the mayonnaise contains? Would the manufacturer be guilty of false and misleading advertising? I do not think that the authorities so hold. When a party advertises a product as absolutely safe, in law it means that it is safe for the ordinary person, and not as regards those few who have a physical idiosyncrasy in connection with such product. If this be not true, then many of the most widely advertised and used medicines cannot be advertised as a safe and harmless remedy.

"In such cases, we do not say that the ill effects are caused by a dangerous or harmful drug or article of food. We say that it is the result of an idiosyncrasy of the user. Such drug or article of food is not in a legal sense dangerous or harmful.

"Respondent claims that its product is in the class to which I have referred, and is, therefore, in a legal

(Continued on Page 260)

# Recent Products and Packages

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Coty's New Lipstick

Coty, Inc., has just placed on the market a new lipstick in the same shades in which the familiar Coty lipstick has been offered. It is put in an attractive brass case and has been developed to meet the need for a product of moderate price which will at the same time have all of the advantages of the usual product. The five shades may now be purchased at the price of one expensively cased product, although the case is substantial.



## The Jeanne Maury Line

From the South has come a very attractive line of toilet preparations comprising a complete treatment line as well as hair preparations and other individual items. The manufacturer is the Howell Co., of New Orleans, which has long been prominent in the Southern industry. The new line is handsomely packaged with a distinctive label. Creams are packaged in two sizes as shown in the illustration, the larger size having a plastic top and a wrapper of deep purple transparent cellulose, while the smaller has an attractive metal top. The bottles are of distinctive design, but harmonious with the other packages. The line has been on the market only a very short time but has met with a considerable local success and is making rapid progress.



## Chanel in Smaller Sizes

To meet the demand for its products at moderate prices, the house of Chanel of Paris, represented here by Bourjois, Inc., New York, has developed a smaller sized bottle for its perfumes. This development is in line with the trend toward smaller sizes of high priced goods which has followed the depression. There has been absolutely no change in the perfumes themselves; they are still the same. Only the size and style of the bottle and carton have been altered. Pictured is one of the new bottles. It has a ground glass applicator stopper. The label is black and white and the carton is in the same color scheme. A generous quantity of perfume is supplied in this form at a price substantially below the level at which these fine perfumes have heretofore reached the public.



## Hindy's Cleanser Bottle

Lehn & Fink, Inc., New York, has developed a new container for the chain store size of Hinds toning cleanser. This new package carries the familiar beehive closure in magenta plastic, and the lettering on the silver label corresponds to the color of the closure. The bottle is of clear glass through which the light green tint of the liquid shows, adding a further harmonious color to the ensemble. The package has scored an instant success for its type of trade.

## Vigny's "Guili-Guili" Perfume

A novel and unusual package this month is that developed for the "Guili-Guili" perfume of Vigny, Paris, offered to the American trade by Al Rosenfeld, Inc., New York. The bottle purports to be an image of "Guili-Guili, Tropical God," the head and feet being of dark wood, carved to represent the god, while the body contains the amber colored perfume, adding a further touch of color. It is packed in an attractive carton with a picture of the head of the god in black and lettering of black and red.







### Myrurgia

The Spanish house of Myrurgia, represented here by Abouchar & Co., New York, has developed a modernistic bottle for its "Colonia Ariadna." The bottle carries out a "water fountain" design with vertical lines giving the idea of height. It is packed in a well executed carton of cream and red, the red design carrying the same effect of vertical lines.

### New "Heck's" Bottle

Heck-Conard Co. has placed on the market a new package for the familiar "Carolyn Heck's" deodorant. It is of clear glass with horizontal moulded lines and a label going entirely around the bottle in light tan with black border and lettering. The closure is of black plastic with a sponge applicator.



The label at the back of the bottle contains brief but explicit directions.

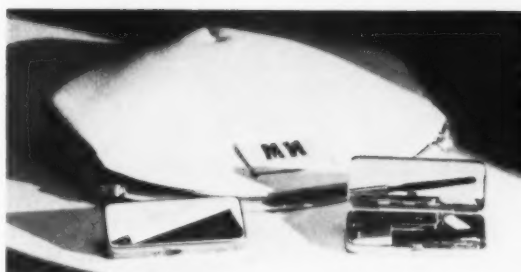


### "Rudemar" Solid Deodorant

Ruth D. Maurer Corp., New York, has added to its familiar line of treatment products a new deodorant in solid form. It possesses, according to its sponsors, all the qualities of liquid deodorants plus ease of application and availability when needed. The substance itself is white and the shell is of aluminum, highly polished with the name "Odo-Go" stamped in it. It is a splendid addition.

### Price's Vanilla

Price Flavoring Extract Co., Chicago, has taken a long step forward by the modernization of its vanilla bottle. The panel sides, familiar trouble of the extract trade for years, have been eliminated. The bottle is of clear glass so that the contents can be seen through the container. The label contains the company's familiar trade mark and clear red and black lettering.



### New "Lashtint" Box

Kurlash Co., Rochester, N. Y., has developed a new "Lashtint Compact" consisting of mirror, mascara, brush and liquid moistener, which the company states will result in uniform and correct use of mascara. It is illustrated, closed and open, with a bag to show its comparative size. The case is of nickel and black.

### "Camay's" Package

A very attractive new wrapper has been adopted for "Camay" toilet soap. It is of light green and canary yellow with the head in black and white and the lettering in black. It was adopted after a study of more than 115 designs.



### Hollywood Laboratories Products

Hollywood Laboratories, Toronto, Ont., have sent us samples of a number of products in their extensive line of toiletries, and these are presented in the accompanying picture. The company makes a complete line of which two hair preparations, a perfume vial and a Cologne are illustrated. The packages are neatly conceived and executed, and are meeting with success.







### Hudnut Launches "Marvelous" Line

Illustrated herewith is the new line just placed on the market by Richard Hudnut, New York, under the name "Marvelous." The line was developed around the basic formula for "Marvelous" cold cream, a creation of the late Richard Hudnut, who developed its formula more than fifty years ago. On this basis the company has developed a complete treatment line comprising a large number of items designed to complement each other. It is very smartly packaged and is priced to fall within the reach of the woman of moderate means.

The items comprising the line are as follows: face powder, which is offered in four shades, white, naturelle, brunette and dark brunette; compact rouge in eight shades, carmeen, orange, geranium, nasturtium, medium, radiant red, petal pink and stage; lipstick in orange, carmeen, crimson, rose and cherry shades; liquefying cream, a cleansing cream product; foundation cream of the vanishing cream type; tissue cream; hand cream; freshener; nail enamel and remover in combination and dusting powder.

The packages are particularly attractive and interesting. The cream jars are white with a silver finish metal top. Front and back labels are used in silver with black lettering and design and a narrow scarlet border at the bottom. As a device emblematic of the line is the figure of a kneeling woman which is worked through the entire packaging scheme.

The powder box top is of silver paper with black markings, and the box itself is of scarlet which shows in the flange at the bottom and is most effective when the box is opened. Metal cases for lipstick and rouge compact are of silver finish with the same design used on the labels of the other products worked into the metal.

The packages are of generous size, and the entire line is in keeping with the Hudnut tradition. It is an excellent addition to the extensive list of products offered by that organization.

### McCormick's Extract Bottles

McCormick & Co., Baltimore, has just repackaged its line of flavoring extracts in splendid, modern type containers again emphasizing the excellent trend in that industry away from the misleading and deceptive panel type of package. The new bottles are broad at the base tapering slightly toward the neck. They are difficult to tip, and are designed especially for careful and easy pouring and accurate measurement of quantities without spilling or dripping. The labels are characteristic of the line and in excellent readable type. The company is to be congratulated on this typical forward move.

### New Ogilvie Wave Lotion

To supply the demand for a wave lotion of thick consistency, Ogilvie Sisters, New York, have developed a new product. Packed in an attractive new bottle, this lotion is especially designed for the woman whose hair texture requires a heavier "set." It is a concentrated product and may be diluted by the user until the proper consistency for individual requirements is attained. It is priced at the same level as the regular wave lotion.

# Cosmetics in the Drug Store

## *A Manufacturer Remarks the Drift of Business Away from the Small Independent Retail Establishment*

**H**AVE you, Mr. Manufacturer of toilet preparations, ever faced the problem squarely, analyzed your own shortcomings and taken steps to remedy the danger of seeing 57,000 legitimate drug outlets lose entire interest in your line?

Don't always blame it on the other fellow or everything else—including the "Depression," which is already carrying more on its weakened shoulders than can be actually attributed to it.

Why not take stock of yourself, of your past sales policies and activities, instead of warming the benches, as you do now, of prospective buyers, who a few years ago came to you almost with their hats in their hands asking for the privilege of handling your merchandise?

In the golden days of 1922 to 1929, you were "catering" mainly to those large buyers, who could write you orders that today would look like "telephone numbers" and did so with very little coaxing. Your only thought in planning or offering anything new or special was the number of department stores, syndicate stores and chain drug organizations to which you look for volume—the volume concentrated in most cases in large industrial or commercial centers where in "prosperous times," money was plentiful for cosmetics and the like. You theorized on the fallacy that well-planned advertising campaigns, reaching every town and hamlet, read and seen by millions of prospective customers would create a demand for your merchandise anywhere, because with whatever special benefit you may have derived from the large mentioned outlets to which you gave for support a lot of "inside discounts, allowances in free goods and what-not," you could force all the small drug stores to carry and sell your products, thinking that you had a real demand for your merchandise, when only "prosperity buying" existed.

It is true that on account of your special sales promotion and advertising, you got through wholesale jobbers, good distribution and a certain volume, but it is true also that for handling your merchandise, you only allowed those small stores a very small discount or profit, and you took the attitude of a well-known railroad man—that the small retailer be d...d, he had to carry your merchandise whether he wanted to or not—

but one thing you forgot in your well-laid plans: you did not acquire his good will.

The crash of 1929 came—the wheels of business slowed up. In 1930 and 1931, you retrenched your advertising and people forgot about your products, just as you have forgotten the headlines of last week's papers—it's human nature. The perfume business grew smaller and smaller—the druggist lost what little interest he had in your line, you became frantic for volume, you "flew" to your large outlets and offered, begged and did everything for their sales support. They also had problems to solve—trying to attract people to their stores; they cut the prices of your merchandise to unheard of levels, just a "bait," and your little merchant grew weary of hearing his few and far between customers make the nasty remark: "Why Mr. Jones, how dare you charge me 98 cents (one dollar list) when so-and-so sells it for 59 cents or 69 cents?"

He became more and more discouraged every day, and quite often, left with a good stock of "Pre-Cash Vintage," let the dust accumulate, or relegated the whole lot into a dark corner. Either he forgot he had it or exchanged it one

day for other merchandise, through illegitimate channels—or if he needed cash badly, made a special sale and gave the rest away, thereafter carrying only 1/12 of a dozen of one or two numbers, in case he should have a call for them. He had lost all interest in the legitimate perfume business because there was nothing left in it for him. Where he used to carry a full line of perfumes and cosmetics, he now sells everything else—from books to "God knows what"—or a smart salesman may have come in and told him all that he just wrote and sold him the idea that by putting in his private brand of cosmetics, he would control price and make a very large profit.

So a lot of switching is done nowadays and it is increasing. "Madame XYZ" cosmetic lines are appearing more and more, always on display on the counter attracting prospective customers. Very often the quality is not there, but sales are made just the same because the sales person behind the counter is "selling" it. I have heard sales people say when a certain brand was requested: "We do not carry it, but we have this,

### What of the Drug Store?

**S**OME months ago we commented on the lack of interest displayed by the independent retail druggist in the toilet goods business and suggested to the manufacturers that something might be done about it. Later we discussed this problem with an executive of an important toilet preparations house. His views on this merchandising problem were so interesting and seemed to us of such importance that we asked him to prepare a brief article setting them forth for the benefit of our readers. This he consented to do provided he might remain anonymous. We now present his article which we think contains much food for thought and much inspiration to helpful action on the part of the producers and importers. You will, we are sure, read it with much interest.

a much superior product, and, further, we guarantee satisfaction or refund your money, which we do not do for any other line." It's a very powerful argument; very often it breaks down the buyer's resistance and a sale is made, and this is one less for you. In the meantime, to make money, your larger outlets selling your merchandise at a loss or no profit build up their own line quite completely and there, also, your sales are getting smaller and smaller. If you do not believe me, just walk into a store and ask for "X" brand or something similar, and it is a ten-to-one bet that the first will not even reach the counter, whereas the "push line," will appear in all its glory.

It looks like a gloomy picture I am painting here, but the truth must come out if we want to cure the evils. It is not too late yet. The small retailer can be won over again, but many factors have to be taken into consideration: *Uniformity of Discounts, More Sales Helps, Merchandising Ideas* and *The Price* in many instances—1929 values in cosmetics are just as much out of line in 1932 as in any other major industry. The average income has been reduced 20 per cent. How can you expect the public to pay the same prices for your merchandise, or more than you were asking in 1929? Your costs are lower; pass it along, create good will and a reputation of fair dealing with the smaller dealers; they will advertise your policy for you because the word-of-mouth is by far the best advertising you can get for "co-operation" and you need it. Be aggressive, but human and helpful—it may be a long up-hill road, but you still can make it if you want to.

#### Coty Enjoins Cluny, Inc.

In U. S. District Court, Southern District of New York, Federal Judge Goddard recently granted Coty, Inc., an injunction against Cluny, Inc., of 12 East Thirty-second street, New York City, restraining it from rebottling and selling Coty toilet waters or other Coty products in diluted or adulterated form. Evidence was offered that Coty, Inc., had received information that Cluny, Inc., a corporation headed by Ambrose Rosen and E. W. Steiner, was re-bottling Coty toilet water for sale to retail stores, and in re-bottling it was adulterating it. Coty shoppers made purchases of the toilet water re-bottled by Cluny, Inc., from various retail outlets, and in each instance analysis disclosed the product to be spurious and greatly below the customary standard of quality maintained by Coty.

#### Sheer Wins on Cream Patent

Sheer Pharmacal Co., St. Louis, has won the case brought against it by Joseph Donner, Washington, D. C., charging that a patent held by Donner on a cream depilatory had been infringed. Suit was brought in the U. S. District Court, and Justice Davis in his decision held that the Donner patent was void on account of "lack of invention."

The court cited that the U. S. Dispensary in 1854 and in 1858 gave instructions for manufacturing a similar paste depilatory, and held that "the mere fact that a patented article is popular and meets with large and increased sales is unimportant when the alleged invention is clearly without patentable novelty."

## Cosmeticians Plan Record Meeting

Plans are being whipped into shape rapidly for the thirteenth annual convention and trade show of the American Cosmeticians' Association which will be held at the Sherman hotel, Chicago, August 22 to 24. The program, which recently was announced, is heralded by officers of the association as one of the most worthwhile, both from a social and business standpoint, in recent years.

Monday morning, August 22: Address of welcome, by Mrs. M. B. McGavran, president, and introduction of the permanent chairman, Mrs. Ruth D. Maurer; "Economic Outlook," by Jack Ladds; demonstration of individual haircuts for "Distinctive Types," by M. Joseph Ponzio; and demonstration of marcel waving, by Ella Lemon Tracy.

Monday afternoon: "Acne, Its Causes and Treatments," by Dr. G. Alexander Ward; "Make-up in Good



MRS. M. B. MCGAVRAN



MRS. RUTH D. MAURER

Taste" and "Color in Personality," by Mme. Auralea; demonstration of extra hairpieces for special coiffures, by A. L. Krissman; "Business Building," by Edith Mae Cummings; and talk on hair dyeing, by Emil Rohde.

Tuesday morning: "Corrective Processes for the Scalp," by Winifred Fayant; the "swirl" in finger waving, by Mr. Ponzio; "Chirography," by Ben Douen; and a demonstration of marcel waving, by Mrs. Tracy.

Tuesday afternoon: talk on skin diseases, by Dr. Ward; address on artistic arrangement of the hair, by Miss Tobey; discussion of business problems, by Charles Arnao; "Business Comes to the Beautician," by Miss Cummings; and demonstration of enamelled hair, by Mr. Rohde.

Wednesday morning: demonstration of marcel waving, by Mrs. Tracy; talk on character analysis, by Mr. Douen; "Value of Advertising Your Shop," by C. J. Kutill; 1932 styles in finger waving, by Mr. Ponzio; and "Sanitation in Beauty Shops," by H. J. Bunsden, Chicago commissioner of Health.

Wednesday afternoon: discussion of acne, by Dr. Ward; lecture on cosmetic sales in beauty shops and the art of powder blending, by Louis Clement; "Business Success," by Miss Cummings; talk by Mme. Auralea; and discussions of permanent waving and general hair work, by Mr. Rohde.

# The Flexible Ensemble Package

*Retailers Should Be Given Option of Combining  
Or Separating Items as Necessary*

*by E. J. Clary*

**T**OILETRIES ensembles have attracted a great many perfumers and soap manufacturers recently and the public has taken to the idea strongly. The retailer is perfectly willing to push ensembles, but unless each unit of it is subject to sale separately, certain disadvantages from the manufacturer's standpoint are apparent.

The toiletry ensemble and especially the perfumer's ensemble have a necessarily limited market. They have a seasonal appeal, as a rule, which must be taken full advantage of, such as the Christmas holiday period, or the various units in the ensemble should be subject to individual sale. A three or four unit perfumery toilet water bath salt combination, for instance, is perfectly salable providing the retailer is given the option and facilities for making up the ensemble himself when a sale opportunity offers. The problem has been met by certain perfumers and toiletry specialty producers and importers in a practical manner which may serve as a guide to others.

In this case, each unit of the ensemble is sold separately to the retailer. He is also supplied with ensemble containers, cartons or other types which he is at liberty to display as an ensemble arrangement. But each unit of the ensemble is also displayed separately as a separate piece of merchandise.

Where the perfumery which forms part of the ensemble wins favor, the retailer has an opportunity to push for a sale of the complete ensemble. This plan

has worked out very well and is worth more consideration by the perfumer. In a great many cases, perfumers are co-operating with soap and lotion people in so producing their goods and containers that the retailer can very easily display them together as an ensemble or sell them separately.

## Retailers' Instructions and Aids

Of course, the retailer must be made acquainted with the features of the ensemble and be given sufficient help in making proper displays. He can be shown that such a plan offers an opportunity for additional sales providing he goes about the job of selling in the proper manner.

In one case, the perfumer prepared a form letter which was addressed to the individual sales people in all the outlets carrying the line. This letter explained the ensemble possibilities of the perfumery and waters manufactured under the brand and also suggested certain brands of toilet soap that could be included in such an ensemble in case of demand, space being provided in the carton for such soaps. Or, jobbers and agents salesmen can accom-



THREE ENSEMBLE BOXES SUCH AS MR. CLARY THINKS MIGHT BE BROKEN TO GOOD ADVANTAGE AT THE DISCRETION OF THE RETAIL DEALER.





plish the same result in their contacts with retailers or retailers' sales people.

When a brand of perfumery takes on, the consumer very often will desire to secure a soap, toilet water or other article sponsored, if not manufactured, by that perfumer. Through the flexible arrangement of the pre-arranged ensemble, this can be done very easily right at the counter. A good many perfumers and importers of perfumery have seen the wisdom of getting their products into toiletry ensembles of one kind and another as a means of promoting sales. The plan has much to recommend it as experience has proved. But it means doing some active work among retailers as well as an understanding or agreement with the other manufacturer.

A user of violet perfumery will, nine times out of ten, choose a violet talc, a violet bath water or salts and violet scented soap. Here is where the retailer has a great opportunity to get together an ensemble built up around the perfumery.

In connection with this principle, the perfumer may so design his display and advertising material that it aids the ensemble plan in a practical manner. Counter cards or special display fixtures and novelties, supplied to promote the sale of the perfumery can be used to boost the idea of an ensemble of which the perfumery brand may be made a part.

#### **Selling Perfumery Alone**

For a great many years, perfumery was sold to perfumery customers who asked for it specifically. But the toilet goods counters of department and drug stores are set up differently nowadays. One product "rides through" with another. A sale of violet scented soap should carry with a sale of violet perfumery if the retailer is on the job, and so on.

It is the manufacturing perfumer who has a vital interest in this form of merchandising. He must have it in mind when he lays out his promotional material and when he designs his container and his carton. Nearly every perfumer who is interested in the ensemble idea or whose products lend themselves to that form of merchandising has an opportunity to dress up his ensemble boxes and make them "interesting." I am thinking of one combination which includes a very attractive and dainty little brochure describing the origin and manufacture of the brand from the sunny flower spotted fields of France to the showcase. This booklet is highly scented with the odor of the brand itself.

Another method by which a manufacturing perfumer exploited his odor among consumers was by a mailing of such a book to selected names of women in localities where dealer co-operation was active. The book carried the odor to the woman to whom it was addressed and also carried the story of the brand, interesting, attractive and useful. In other words, a sample of the odor and an advertising appeal in one. This booklet was primarily designed to give a sample of the perfumery odor and a story of its production, but it also boosted the purchase of the perfumery as part of the manufacturer's ensemble. The retailer got so many mailings for so much stock ordered and the booklet carried his imprint.

By selling a line of toiletries, including perfumeries, separately or in ensemble, the restricted sale that always exists in the case of an ensemble which must be sold as a unit retards a widespread sale of the perfumery and other items.

#### **Bigger Sale Unit But—**

Of course, many perfumers and importers reason that the ensemble gives them a much bigger sale unit. True, but the sales volume reduces in ratio. And it is a certainty that a perfumery brand—along with other toilet specialties—must secure a fairly broad sales volume in order to be a permanent success.

The ensemble idea has become almost general in the trade. Manufacturers seem to rely upon the fancy package to induce sales, but too much depends upon how the druggist or the department store display it.

There is undoubtedly a more complicated stocking and selling job in the case of an established ensemble for the dealer. Units are frequently shop lifted when the goods are on display, leaving an incomplete or broken up ensemble, or sales people yield to temptation and "bootleg" single units of the ensemble at the earnest behest of a customer. All of these things are in the mind of the retailer, and all of them argue for the flexible ensemble which can be made up at the counter from the manufacturer's line, special containers being supplied by the perfumer for that purpose and charged to the dealer at cost or on a small margin of profit for the supplier.

It is a fact, also, that the ensemble package, moving slower as it must, is subject to more rapid and serious depreciation in the hands of the retailer. Every display he makes in the window costs him something in depreciation from the effect of sunshine on satin lining or upon the color scheme of the carton itself. Individual articles from an ensemble do not show any such degree of depreciation.

Taken all in all, the flexible or made up ensemble appears to be the answer, at least insofar as the perfumer is concerned; that is, if he has a line sufficient to make the ensemble possible at all.

#### **Declares Research Will End Depression**

Addressing a number of scientists at a symposium on "Economics of Research," held under the auspices of the New York section of the American Chemical Society recently at the McGraw-Hill Auditorium, New York City, Broderick Haskell, Jr., of the Guaranty Co., declared that industrial research is leading the way out of the depression to ultimate prosperity.

Mr. Haskell pointed to the radio and the sound picture as new industries which have appeared since the last depression to make important contributions toward prosperity, and said that the powers for discovery in the chemical industry are better organized and equipped today than ever before. The solution of the overcapacity problem will come largely through obsolescence, and the only way this can be induced is through research and development, he declared.

Harold Hotelling, professor of economics at Columbia University, spoke on "Research and Obsolescence—Profit and Loss."



# The Designer and Industry Exhibition

by Ruth Hooper Larison

**"B**USINESS is beginning to realize that a short road to better profits is to make their products easier to look at."

So goes the opening sentence of the platform as printed and distributed by the National Alliance of Art and Industry in a booklet entitled *A Program for the Manufacturer, the Artist and the Consumer* (write for your copy today). The National Alliance is not only preaching this doctrine of good packaging daily, but has given it physical expression by instituting an Annual Designer and Industry Exhibition at the Art Center, 65 East Fifty-sixth street, New York City.

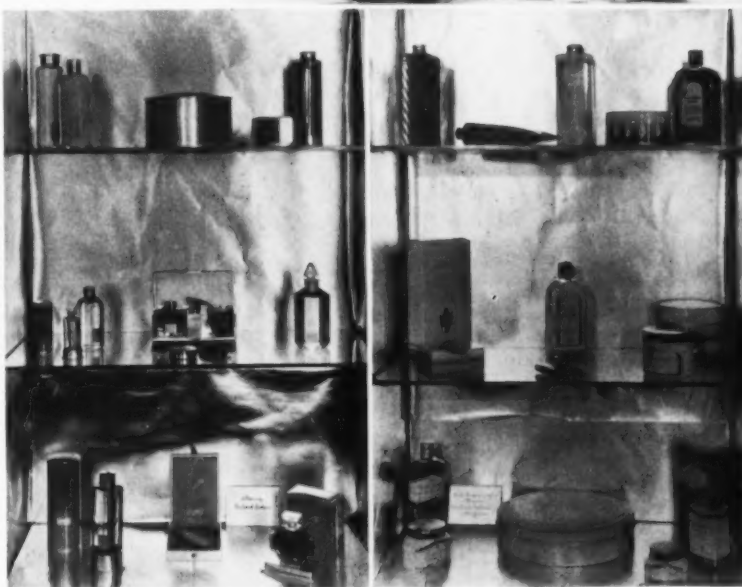
This three dimensional show will continue through the Summer and into the Autumn, closing October 1. Although it opened officially June 21, new exhibitions have been added almost daily and many more are expected. *There is still time for toilet goods manufacturers who have packages, recently developed, which they consider worthy to join such an assemblage, to enter.* And for those manufacturers who hesitate as to whether or not their packages could meet the criticism of such an exhibition, it is high time to consider "doing something about it!"

The entire first floor at the Art Center has been given over to this show, and the exhibits are creeping up into the second floor, and it is likely they will dominate that area as well before the Summer is over. Next year's plans are already under way, and there is the promise of an even "bigger and better" show.

The original plan for this exhibition was to show decorative objects, but the growing importance of fine packaging for useful, personal, industrial and household preparations made it impossible to draw the line between the purely decorative and utilitarian. Therefore, it was determined to include all phases of packaging as well as the created object itself. Among the packaged products, toilet articles at present are in the majority. And a thought back over the past five years reminds us that toilet goods manufacturers became package conscious almost before any other industry, and therefore should have more to show for their efforts today.

The National Alliance of Art and Industry neatly sums up the requirements for a package or object in these words: "That it should perfectly fulfill the purpose for which it was created both in functional quality and beauty of appearance." The purpose of the Alliance is to sponsor art in industry by way of its practical and func-

tional aspects; to render an advisory service to manufacturers as to their design problems; reach out a helping hand to young designers in need of guidance, and maintain such contact with the consumer as to be in a position to know authoritatively consumer tastes and preferences. It is a large and fine platform. Behind it are some of the best brains in both industry and art, and it is being directed and run efficiently. It has sounded a clarion call to industry to avail itself of the vast possibilities of combining beauty with utility which, we have all learned from experience, leaves its good record on the profit sheet of a business. In these times particularly, and perhaps because of them, more may be achieved in this direction than was brought forth in those old haphazard bountiful years. It is, in a word, a constructive program, and while aiding the individual manufacturer in his particular problem, it will also be raising the standard of industrial design in general.



Gilbert Photo © Gerlach

An interesting plan for judging the exhibits has been evolved which consists of the consensus of 500 persons. Members of this jury will visit the exhibition and pick out one or more exhibits in each of the following groups: (1) Functional, (2) Decorative, (3) Packages, giving his or her reactions and reasons for those reactions. The basis of choice is to be the complete adaptability of the object for its purpose. The exhibit in each of the three classes receiving the majority of votes will receive a Certificate of Merit. The jurors have been chosen from varied groups, and represent critics, editors, heads of design departments of big industrial plants, art instructors and directors, merchandising experts, interior decorators, architects, and a sophisticated and cultured section of the public, the consumer. The returns from this jury will in themselves be both constructive and instructive information.

The exhibition, which is, of course, open to the public daily, is drawing increasing numbers of interested visitors and is receiving considerable publicity which naturally reacts to the benefit of the manufacturers exhibiting. For further information about this project one can apply either to the National Alliance at the Art Center or this journal, whose publisher is one of the members of the Advisory Committee. As we go to press, the following list includes the names of the manufacturers of toilet goods who are already exhibiting, their products, and the names of the designers.

*Tannol Tooth Powder* for the Tannol Company, Inc.; *Aspiral* for the Eastern Pharmacal Co.; *Lorate* for the Lorate Co., Inc.; *Medipine* for the Beyer Research Laboratories, Inc.; designed by Clarence Cole.

*Compacts, and Charles of the Ritz Jar Cover* for Consolidated Safety Pin Co., designed by Gerth & Gerth.

*The Johnson & Johnson Conette Box* for the Bakelite Corp., designed by Samuel Goldfarb.

*The Gemey Line* shown by Richard Hudnut.

*Oral Antiseptic and Tooth Paste* for the Gilbert Products Co., designed by Gustav Jensen.

*The Faith Avery, La Bara, Dream Girl and Men's Lines* for the Zanol Products Co., designed by Ruth Hooper Larison.

*The Listerine bottle* for Lambert Pharmacal Corp., designed by Ben Nash.

*Chamberlain Lotion* for General Plastics Corp., designed by Simon de Vaulchier, and the *Pinaud Powder box and Culver Nail Bath* shown by General Plastics Corp., designers names not stated.

*Powder jar, Compact and Bottle* for Kathleen Mary Quinlan, designed by Elwood Whitney.

#### Trade Commission Dismisses McK & R Case

The Federal Trade Commission has dismissed its complaint against McKesson & Robbins, Inc., Bridgeport, Conn., which charged that acquisition of 55 subsidiary companies by McKesson & Robbins was in violation of Section 7 of the Clayton Act. This action was taken after hearings on the complaint had been held during which attorneys for the company had moved to dismiss.

#### Offers Praise

*Dr. Margaret Ruppert*

I am only too glad to offer my praise for this magazine. I would not want to miss receiving it.

## Smith Announces F. E. M. A. Committees

PRESIDENT B. H. SMITH of the Flavoring Extract Manufacturers' Association of the United States has announced the appointment of the following committees for the ensuing year:

*Scientific Research*:—George H. Burnett, Joseph Burnett Co., Boston, chairman; M. C. Albrecht, R. T. French Co., Rochester, N. Y.; John Glassford, McCormick & Co., Inc., Baltimore; L. O. Hill, W. T. Rawleigh Co., Freeport, Ill.; C. S. Purcell, Joseph Burnett Co., Boston; and E. J. Shanley, Baker Extract Co., Springfield, Mass.

*Legislative*:—E. L. Brendlinger, Dill Co., Norristown, Pa., chairman; F. L. Beggs, Styron-Beggs Co., Newark, O.; F. M. Boyles, Jack Beverages, Inc., Brooklyn; W. F. Meyer, Warner-Jenkinson Co., St. Louis; E. P. Price, Price Flavoring Extract Co., Chicago; Fred S. Rogers, McMonagle & Rogers, Middletown, N. Y.; C. F. Sauer, Jr., C. F. Sauer Co., Richmond, Va.; and L. P. Symmes, Baker Extract Co., Springfield, Mass.

*Membership*:—Clark C. Nowland, Geo. H. Nowland Co., Cincinnati, chairman; George M. Armor, McCormick & Co., Inc., Baltimore; S. H. Baer, Blanke-Baer Extract & Preserving Co., St. Louis; John Beach, Seely & Co., Inc., New York; D. T. Gunning, American Spice Mills, Inc., Chicago; Paul Stewart, Moshier Bros., Ashland, Mass.; L. K. Talmadge, Williams & Carleton Co., Hartford, Conn.; and W. A. Upham, Baker Extract Co., Springfield, Mass.

*Costs*:—L. K. Talmadge, Williams & Carleton Co., Hartford, Conn., chairman; George E. Hurd, Thompson & Taylor Co., Chicago; L. W. Chapin, Vanilla Laboratories, Inc., Rochester, N. Y.; J. A. Hise, Western Grocer Mills, Marshalltown, Ia.; Leo Green, Boyce Extract Co., Brooklyn; and W. M. McCormick, McCormick & Co., Inc., Baltimore.

*Transportation*:—W. J. Sunn, Baker Extract Co., Springfield, Mass., chairman; W. C. Whitman, H. A. Johnson Co., Boston; and S. W. Foulser, Citizens Wholesale Supply Co., Columbus, O.

*Trade Relations*:—George M. Armor, McCormick & Co., Inc., Baltimore, chairman; George C. Morrow, Morrow Extract Co. New York; and F. S. Muchmore, Hallock-Denton Co., Newark, N. J.

*Statistical*:—J. A. Handy, Larkin Co. Inc., Buffalo, N. Y., chairman; Mrs. Evelyn Ball, Southern Chemical Co., Petersburg, Va.; and A. F. Wussow, Price Flavoring Extract Co., Chicago.

#### Trade Mark Registration Denied

The application of the Smith, Kline & French Laboratories, Philadelphia, for a trade mark registration of "Halitosine" for an antiseptic for personal use, has been denied by the Examiner of Interferences because the term was said to be confusingly similar to the registered trade mark, "Halitone," for a mouth wash.

#### Success

Skill is knowing how to do. Service is doing the right thing. Therefore, success is *knowing and doing*.—*The Silent Partner*.

## Foragers Frolic at Green Gables

**M**ORE than forty members and guests of the Foragers of America sailed for Green Gables, N. J., early in the morning of the last Saturday in June aboard the good ship *Sandy Hook*. The trip down the bay was delightful, and before eleven the party had disembarked from boat and train at Green Gables where the committee already had prepared for the day's activities. As usual, a program of sports events started the day in which numerous members, notably Pollock and Connally, distinguished themselves by carrying off a large number of prizes, although Frank Cramer scored his usual victory in the three-legged race, and Fred Pope captured the old timers' race in a walk (literally). Then followed the five-inning ball game between Thistles and Shamrocks, of which the unofficial score was 13 to 5, although it is still a moot question as to which team won and what the actual score was.

Dinner under the apple trees followed, and immediately thereafter the party left for New York and other home ports. The pictures show what was done and how. The large group in the center shows all but a few of those present. It contains Top Row, Left to Right: Harold Quimby, a guest, Bud Keeley, Jack Pollock, Bill O'Hara, a guest, Elton Andrews, Bill Neilson, Roscoe Diltz, Oscar Betz, W. R. McCoy, L.

Sussmann, Bob Searles, Jack Lathrop, Tom Gill and A. Kane. Middle Row: Jerry Nolan, T. Connally, J. Constable, Oscar Niedenstein, President Frank Graham, Martin Schultes, Fred Pope, Bob Crawford, a guest, Dick Powell, George Zennelli and George Stevens. Bottom Row: Bert Stamler, P. Mountalent, L. Chambers, Jack Brennan, Frank Herman, Bob Arcularius, Eddie Cramer, Ted Hanlon, R. Hawes, F. Anderson, Ben Wilson and A. R. Chisholm.

Prizes for the events could not, for lack of time, be awarded and presented at Green Gables. They were awarded at a special luncheon meeting at the Herald Square Hotel, New York, July 20, the following being the fortunate recipients: Keeley, O'Hara, Connally, Zennelli, Hawes, Keeler, Powell, Wilson, Herman, Sussman, Pollock, Cramer, Stamler, Hanlon, Schultes, Pope, Chisholm, McCoy and Searles.

This affair also served as a house warming for the new luncheon headquarters. Hereafter, the Foragers will meet there every Wednesday as usual and also every day. Special dining room facilities will be provided and luncheons of various types at extremely reasonable prices will be served from 12 to 2. President Graham has arranged with the hotel not only for the luncheon service but also for the receipt of telephone messages and mail which should be addressed, care of The Foragers, Room 252, Herald Square Hotel.



# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVII. No. 5

July, 1932

### "All Taxes Are Passed On!"

THE gentleman knows that all taxes are passed on when they can be passed on!" Thus, Mr. Crisp, Acting Chairman of the Ways and Means Committee of the House of Representatives, replied to a question as to the intent of his committee in framing the so-called "manufacturers' excise" provisions of the Revenue Act of 1932. In other words, the Congress had no idea that these taxes would be absorbed by the manufacturers. They were levied with the idea that the consumers would pay them, and Miss Laurette Taylor, appearing before the Ways and Means Committee during consideration of the bill, as well as Mrs. Florence Kahn, Representative from the State of California, on the floor of the House, indicated their belief that the women of the country would not object to paying more for their cosmetics in the interest of a balanced budget.

The tax then is a consumer's tax. Why is it to be paid by the manufacturer? Merely because one of the chief objections to retail taxes is their difficulty of collection. The number of retail outlets, the irresponsibility of many of them, the lack of adequate accounting methods and many other reasons conspire to make retail sales taxes difficult and expensive of collection. But payment by the manufacturers does not alter the fact that the tax is a sales tax and is expected to be passed on to the retailer and the consumer.

Many complaints, threats and refusals have come out of the retail trade during the last few weeks as a result of the united action of manufacturers in adding the tax to their invoices either as a tax or in the form of an increased price. This was to be expected, and should in no sense deter the producer from taking such action. These complaints, in our opinion, show not only a misapprehension on the

part of the retailers as to the nature of the tax but also a lack of appreciation of the possibilities inherent in passing the tax to consumers.

Manufacturers cannot absorb the tax in toto. That much is certain. The tax must be paid. That, too, cannot be controverted. If the public is to go tax free, manufacturers and distributors must assume the burden. Such absorption of the tax by manufacturers and dealers will do more to perpetuate it than any other thing. Where will be the opinion against it when it comes up again for consideration? The public will not have suffered and will make no protest. Only the manufacturers, whose efforts this time were futile, will appear in opposition, and they are not likely to receive great consideration if unsupported by public opinion.

Pass the tax on to the public and there is immediately aroused a strong body of opinion which can and will influence the Congress when taxes are next considered. In that way we can be certain that the present discriminatory and burdensome load upon toilet goods will be replaced by some more equitable system which will lessen or spread the weight of taxation. Public opinion can sway the mind of Congress. A handful of manufacturers can accomplish little by themselves.

Accordingly the industry is urged to maintain its united position that the tax is a consumers' tax and that the consumer eventually must pay it. Such a united front will swing retailers into line, for retailers also are reasonable beings once they are aware of the inassailability of the manufacturers' position.

### Where Price and Quality Meet

IT takes time to educate the public, but that the educational process is progressing toward the desired end is evidenced by the fact that the popular magazines and newspapers are taking an active part in the campaign for sound merchandise at sound prices. Editors of such publications are paid good salaries because of their ability to sense in advance the public desire and offer it, if possible, just in advance of their competitors. If the public were not beginning to arouse itself to the dangers and evils of cut-rate, nondescript, unbranded merchandise, not much would be heard about it.

During the depression, there has been a laudable effort on the part of legitimate manufacturers and sound retailers to bring prices to the levels of the reduced purchasing power of the public. This sound and natural tendency was, of course, susceptible to abuse on the part of the unscrupulous. When so-called "distress" stocks of good merchan-



## OUR ADVERTISERS

Helfrich Laboratories of N. Y., Inc.,  
New York City

AMERICAN PERFUMER and ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

GENTLEMEN: It is with extreme pleasure that we write you regarding the benefit and value we have had from our advertising in "The Perfumer."

Since we started this advertising we have been obliged to steadily increase our force and space. In a measure, a part of our success we attribute to the advertising placed in your periodical, and also the splendid co-operation given by all your employees.

Yours truly,

HELFRICH LABORATORIES OF N. Y., INC.,  
W. F. ZIMMERMAN, General Manager.

dise had been sold at bargain prices, nothing could have been more natural than an effort on the part of some dealers to keep the bargain prices in effect by offering to the public goods of doubtful origin and even more doubtful quality. These "store brands", or "outside brands," by whatever name called were brought out in competition with the goods offered with the name and backing of established manufacturers, many of them national advertisers, whose standards of quality and service would not permit direct price competition.

Naturally the public bought them, especially since unscrupulous retailers, anxious for the larger profit and not interested in the manufacturers' problem, eagerly substituted on every possible occasion, resorting to every possible expedient to side track the branded product and sell the unbranded one.

A burnt child dreads the fire, but some children among the unsuspecting public seem to have had asbestos hides. It has taken the better part of two and a half years to bring them to the realization that cheap merchandise is dear at any price and that the protection of a standard brand or the name of a reliable and responsible manufacturer is worth something in the purchase of toilet preparations or any other kind of merchandise. Happily they have begun to come to their senses and to turn away from the substitutor and his "just as good" product.

Much remains to be done in the way of education, but an excellent start has been made and, ironically, the price cutter has been the most effective teacher. Meanwhile, manufacturers of standard merchandise have done all they could to bring prices to the lowest levels compatible with maintenance of quality. They have brought price and quality together in all brackets so that the purchaser, no matter what her means, can afford a standard preparation backed by the reputation and integrity of a sound manufacturing and merchandising policy.

We had to pass through the fake bargain stage.

It was a trying ordeal, but the industry seems about to weather it, for the public is about ready to accept the fact that the place to buy is where price and quality meet and that such a place can be found only where fair dealers and reputable manufacturers offer their wares.

## Prosperity and Publicity

MORE than usual wisdom was shown by the directors of one of the great soap and toilet preparation companies recently when they voted that under no circumstances must the advertising appropriations be reduced. Rather did they decide to cut dividends quite sharply even though the effect of such action on the price of the company's stock might be temporarily unfortunate.

Looking back over the history of the industry during previous periods of stress, we find certain outstanding names which have continued in good times and bad to maintain their positions in the public mind through consistent and expanding publicity. We also find certain names (sadly no longer with us) which have seized upon periods of depression as excellent times to reduce advertising expenditures. The success of the one class and the firmness of its position in the industry is in marked contrast to the failure of the other.

From this we might draw a long and pointed story regarding the value of advertising in slack times. The recent example of the Colgate-Palmolive-Peet Co., however, convinces us that such a detailed argument is not required. So we merely point to the facts and extend our congratulations to this company upon its sound and wise decision.

## Congratulations!

IT is indeed a pleasure to advise our readers of the appointment of a permanent year 'round manager by the Associated Manufacturers of Toilet Articles (formerly American Manufacturers of Toilet Articles). Such a step has been in contemplation for some time and, in view of the growing importance of the association and the increasing burden of its work, prompt action was indicated.

In securing the services of Charles S. Welch as its manager, the association has chosen a man of long experience in the industry, familiar with its problems and closely associated with the important group of importers who in the future will be closely connected with the organization.

It is a case of the industry finding the right man and the man finding the right opportunity. We extend our hearty congratulations to both, and we look forward with pleasure to the good which will come to the industry through Mr. Welch's earnest and competent efforts.

## Those Good Old Days

D.R. SHEAR, of Princeton University, tells the world through the New York *Herald Tribune* that he is the discoverer of "the first sample of white cosmetics used by the women of ancient times." It came from a Grecian grave of about 400



B. C. Analysis proved it to be lead carbonate, now usefully employed as a paint pigment, but no longer considered a safe or suitable ingredient for cosmetics.

We can picture the lovely Helen carefully made up with lead carbonate and other familiar cosmetics of the age posing for the judgment of Paris, which, as our readers of the classics will know, started all the trouble and eventually led to the founding of Rome, which may or may not have been a good thing, depending on the point of view.

In any event we are sure that had one of Helen's competitors had the advantage of the make-up box of today, the judgment would have been different and the "thousand ships" might never have been launched. Cosmetics are still with us, but fortunately lead carbonate and other similar ingredients have been banished forever from the armamentarium of the modern manufacturer.

## Are Demonstrators Doomed?

### A Letter to the Editor

EDITOR, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

SIR:—Twenty-five states now have laws that can be applied to demonstrators. These laws have been planned and passed through efforts of a national association of cosmetologists. These laws are framed in such a manner that much difficulty will be caused manufacturers who use anyone except trained beauty operators to demonstrate toiletries with the facial demonstration. If the facial plan is to be saved, something must be done by those who are interested in saving it.

Beauty operators rarely make good salesladies. The training for successful sales production and training in the art of beauty culture do not harmonize. Experienced sales managers will not question this statement; therefore, if the laws that have been passed hold, it means the elimination of many demonstrators who actually produce sales, unless they take a course in cosmetology, which is non-essential to the individual use of cosmetics. While agitation on this matter is prevalent only in two or three states at present, those who are behind this legislation will not let the matter rest as it is. We shall see the same organized effort that has been put behind the securing of this legislation put behind the enforcement of it, as related to demonstrators.

The facial demonstration has its place in the sale of cosmetics. Handled properly, it is splendid. Many firms depend upon it entirely. If we do not wish to lose it and the efforts of many salesladies and demonstrators which has taken years to develop, we had better plan some action to protect it.

Co-operation is the keynote of business success. There are many problems that affect the industry as a whole. This is one of them. Would it not be worth our while to learn a lesson from the results thus far secured by the association of cosmetologists, and decide to do likewise?

ST. LOUIS, MO.  
JULY 8, 1932

DAWN, INC.  
C. L. RUSSELL, President

## Order in "Notox" Case

(Continued from Page 247)

sense safe and harmless. It claims that ill effects, when any there are, come as the result, not of a dangerous ingredient of respondent's product, but of some idiosyncrasy of the particular user.

"The fact that the insurance company issues and reissues its blanket policy, available to all users, is persuasive evidence that respondent's contention is sound in law and fact. The fact that but one out of 6,500 users has suffered ill effects lacks little, if any, of being conclusive evidence in respondent's favor.

"I doubt that the undisputed facts sustain a finding that respondent's product is, in a legal or popular sense, unsafe or dangerous. If that fact be open to doubt, every available item of evidence should be added to the present record, before the Commission issues an order that may destroy an enterprise of large volume and value. It was shown that there was sufficient evidence easily obtainable to have placed this point beyond question.

### No Public Injury

"The facts in this case do not appear to me to show 'public interest' as set forth in Federal Trade Commission v. Klesner, 280 U. S. 19, 28. In speaking of what facts constitute the requisite public interest, the Court uses these words:

"Sometimes, because, although the aggregate of the loss entailed may be so serious and widespread as to make the matter one of public consequence, no private suit would be brought to stop the unfair conduct, since the loss to each of the individuals affected is too small to warrant it."

"In this case, only one user out of many thousands suffers ill effects from the use of respondent's product. In the few cases of ill effects the injury is sufficiently serious to warrant a private suit. Each user has a plain remedy made easily available by respondent, upon a policy of insurance, making the insurance company severally liable to each user up to a sum of \$5,000 to \$20,000.

"The number of users injured is not large. The amount of recovery in each case is large and it is highly improbable that any injured user has failed to recover upon the insurance policy. Settlement is ordinarily made upon mere notice and without litigation.

"The facts in this case constitute a negation of the requirements set forth in the Klesner case.

"W. E. HUMPHREY, Chairman."

### Dare Trade Mark Decision

Holding that the wide difference in the goods would cause no confusion in trade, the Commissioner of Patents has affirmed the decision of the Examiner of Interferences in dismissing the opposition of the Virginia Dare Extract Co. to the registration of the trade mark, "Virginia Dare," by Adah Mae Dare as a brand for skin creams, skin tonic, astringents, muscle oil and oil lotions for smoothing and softening the skin. The Virginia Dare Extract Co. has used the notation, "Virginia Dare," in connection with soft drinks, food products and flavoring extracts.

# Tagete Oil in Perfumery

One of the Newer and Less Known Oils  
Described and Discussed

By H. Stanley Redgrove, B.Sc., F.I.C.

**T**AGETE or marigold oil is one of the newest of the essential oils, and, in my opinion, one of the most interesting. Its use opens up possibilities which no progressive perfumer should neglect. The oil has been available in Europe for some little time, though, to the best of my knowledge, practically unknown outside of France. It has recently been placed on the American market.

The popular name "marigold" is applied to a great variety of plants with yellow or orange flowers. These include the marsh marigold (*Caltha palustris* L.), the corn marigold (*Chrysanthemum segetum* L.), the field marigold (*Calendula arvensis* L.), the pot marigold (*Calendula officinalis* L.), the African marigold (*Tagetes erecta* L.) and the French marigold (*Tagetes patula* L.).

Horticulturalists usually restrict the name to members of one or other of the latter two genera. Of these, the pot marigold is a great favorite, and appears to have been in cultivation for centuries, many attractive varieties having been produced. Its orange ray-florets have been credited with certain medicinal virtues, and are still employed in homeopathic practice. They are also used, to a small extent, for culinary purposes.

The two *Tagetes* species mentioned, maugre their common names, are natives of Mexico, and it is the *Tagetes* group of marigolds which are of interest as essential oil producing plants.

French marigolds, of which there are numerous horticultural varieties, are also very popular garden subjects. It is believed that the tagete oil of commerce is obtained from this species, or, possibly, from the related species, *Tagetes minuta* L. So far as scientific investigation of the essential oils of the two species have gone, it would seem that they are rather similar.

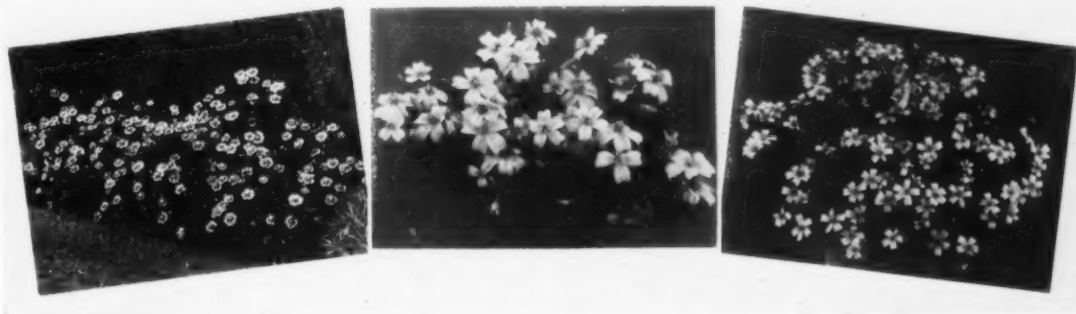
The oil is an orange-colored liquid, readily soluble in alcohol and possessing a most characteristic and peculiar odor. This odor is difficult to describe except by saying that it is "like" that of marigolds. It has a somewhat fruity character, and, at a certain stage of dilution, resembles that of apples. To enter, with eyes closed, a room where a few drops of the oil have been allowed to evaporate, is to find oneself transported into a store-room where fragrant apples have long been kept.

How far the oil might be successfully employed in the composition of artificial fruit flavors, I am not able to say. But experiments conducted along these lines might be worth while, as it is notorious

how unsatisfactory most present-day artificial fruit flavors are in comparison with the natural products. The apple-like quality of the odor suggests that tagete oil should blend well with that of bay oil. This was found to be the case; and traces of the oil may be recommended for use in giving a novel nuance to the odor of high-class bay rum.<sup>1</sup>

The odor is extremely powerful, but is not, perhaps, very persistent. According to Poucher (*Perfumes, Cosmetics and Soaps*, third edition, Vol. I, 1930), "experiments showed that compounds containing one or two parts of the oil per thousand soon developed the tagete odor note, and this was distinctly evident when the compound was used to perfume a face powder. The results indicated the use of the oil, about 1 in 10,000, as a possible blender for a new perfume."

The odor of tagete oil blends well, the proportion of this oil being naturally kept very small, with the odors of clary sage; methyl ionone; iso-eugenol and linalol mixed; and various other products having floral odors. Pleasing results were obtained by adding traces of the oil to compounds based on such ingredients as citro-



nellol, phenyl ethyl alcohol, rose oil (art.), methyl ionone, amyl salicylate, benzyl acetate, heliotropine, oakmoss resin, bergamot oil, etc.

The possibility of compounding perfumes in which the tagete note is predominant must not be overlooked. The results of the simple device of asking various persons to smell the pure oil and recording their comments have proved decidedly interesting. A man who handles perfume materials to some extent, but is not a perfume chemist, described the odor as definitely disagreeable; but two women, belonging to the fairly numerous class whose members say "they do not care much for scent," expressed strong appreciation of it! Nothing could be more significant. The first result indicates the novelty of the oil, how unlike it is in odor to the usual range of perfume materials. The second suggests the possibility of using the oil to produce a perfume which would meet the requirements of a new clientele. Naturally the oil would have to be skilfully blended, and the question of fixation would require very careful consideration.

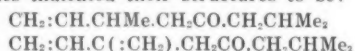
Some brief notes concerning various investigations which have been conducted on essential oils from different *Tagetes* species may not be without interest and value. F. Zelada has studied the essential oil of *T. anisata*<sup>1</sup>, a species described by Lillo and stated to be quite common in damp pastures in the Argentine Republic. This oil is remarkable in having an odor like that of aniseed.

The essential oil of *Tagetes patula* has been studied by Messrs. Schimmel.<sup>2</sup> The oil was distilled from fresh flower-heads including the involucre, a yield of about 0.1 per cent being obtained. The oil was a golden yellow in color and had a powerful aromatic odor reminding one somewhat of fruit esters and of olefinic terpenes. It appeared to resinify easily. The physical constants were determined, for which see the reference given. The dried inflorescences yielded an oil which differed only a little from the former oil.

T. H. Jones and F. B. Smith have investigated the essential oil of *Tagetes glandulifera* Schrank (= *T. minuta* L.) pretty thoroughly.<sup>3</sup> The oil was obtained by steam-distilling flowering plants, a yield of 0.5 per cent being obtained. One per cent was got in a small distillation of flowers alone. The oil is described as a "bright yellow, somewhat mobile liquid, having a powerful cloying odor of the crushed flowers, reminiscent of the principal constituent and of olefinic terpenes. It resinified on keeping, and on exposure left a tacky, resinous residue."

In addition to terpenic constituents, the oil was found to contain ocimene (30%), d-limonene (3%), and two hitherto unrecorded ketones of the olefine-terpene series 5-10% and 50-60% respectively.)

The ketone occurring in smaller amount was found to have the formula  $C_{10}H_{18}O$ , that occurring in larger amount the formula  $C_{12}H_{20}O$ . Their behavior and properties indicated their structures to be:



The name "tagetone" was proposed for the latter substance, which is the main constituent of the oil. The authors state that they believe it to be also the main constituent of the essential oil of *Tagetes patula*.

It is described as a bright yellow liquid, having a peculiar and characteristic odor, and is said to be remarkably prone to alteration, readily absorbing oxygen and polymerizing slowly at ordinary temperatures and rapidly on heating.

An earlier investigation of oil obtained from *Tagetes minuta* from South Africa, in which country it is a troublesome weed, conducted at the Imperial Institute, London<sup>4</sup>, led to an adverse report being issued as to the commercial possibilities of collecting and distilling the plant.

<sup>1</sup> Vide brief note by present writer in *P.E.O.R.*, vol. 22 (1931), p. 339.

<sup>2</sup> Vide *Chemical Abstracts*, vol. 16 (1922), pp. 4010-1.

<sup>3</sup> Schimmel's *Reports*, Nov. 1908, p. 141, and April 1909, p. 87.

<sup>4</sup> *Journ. Chem. Soc.*, vol. 127 (1925), pp. 2530-9.

<sup>5</sup> *Bull. Imp. Inst.*, vol. 22 (1924), p. 279.

### New York Pharmacists Convene

Resolutions favoring repeal of the Eighteenth Amendment; urging the barring of merchandise on which the manufacturer permits retail price cutting; suggesting the handling of goods only on which a legitimate profit can be made; advocating the Capper-Kelly bill in Congress which would set a fixed retail price on all goods, and calling upon manufacturers to shoulder the new Federal tax on their products instead of passing it on to retailers were adopted at the annual convention of the New York State Pharmaceutical Association, held last month at Saratoga Springs.

Officers were elected as follows: Harry H. Miller, New Rochelle, president; John F. O'Brien, Rochester, first vice-president; Dr. John Scavo, New York City, second vice-president; Edward Hansen, Buffalo, third vice-president; Edward S. Dawson, Syracuse, secretary, and R. A. Austin, Cairo, treasurer. Dr. Jacob Diner, Dr. Curt P. Wimmer and Dr. William C. Anderson were named delegates to the American Pharmaceutical Association's convention.

### Snodgrass Heads Arkansas Pharmacists

L. K. Snodgrass, of Snodgrass & Bracy, was elected president of the Arkansas Pharmaceutical Association at its fiftieth annual convention held recently in Hot Springs, Ark. Other officers elected were: Royce Wilkins, first vice-president; G. L. Garner, second vice-president; J. K. Poch, treasurer, and E. Aslin, secretary and business manager.

Walter D. Adams, president of the American Pharmaceutical Association, in addressing the convention, told the members that druggists who retail toilet goods will pass to the consumer the ten per cent Federal tax.

### Plans for Packaging Exposition

The American Management Association has announced that the third annual packaging exposition will open in the Hotel Pennsylvania, New York, March 7, 1933. The exposition will last four days, and it is expected to be much more comprehensive than the two previous ones.

Headquarters of the exposition are located at 225 West 34th street, New York, and complete information regarding the show may be secured at that address.

# The Selection of Advertising Media

Changed Economic Conditions Demand  
a New Sort of Evaluation

by Leroy Fairman

THIS is the time of the year when national advertisers give serious thought to next year's advertising, decide tentatively upon their appropriations and begin to study once more the comparative value of various media and the perennial problem of fresh copy appeals. This year all such questions may in many cases not come up at all, for word will come down from the men who control the purse-strings that there is to be no advertising.

Conditions will sometimes make that decision imperative and inevitable. If there is no money to advertise with, no advertising will be done, and that, beyond dispute, is that. But there will be many, many cases where money could be made available for advertising purposes, but will not be. And frequently the "no money" excuse covers a fear that, business conditions being as they are, money spent for advertising would be wasted.

Many a manufacturer who has brought his fist down with a resounding thump as he passed out the information that there wasn't a cent available for advertising for 1932-33 would sing another tune if word came to him that all his competitors, big and little, had come to the same decision and would stick to it. "Aha," he would cry, "here's my glorious golden opportunity! While those birds all doze on the bough I'll hop to it with a smashing campaign and mop up big. I'll raise the money *somehow!*"

It is far from the case, of course, that all, or nearly all the cosmetic manufacturers are going to declare an advertising moratorium for the coming season, but it is true that quite a number will do so, and that many more will cut their appropriations to the bone. Therefore there is, to an extent which no man can now estimate, a glorious golden opportunity for the man with nerve enough to "hop to it." Not in 20 years has there been a time when, all things considered, the advertiser has encountered as little advertising competition, from advertisers in his own line and from advertising in mass, as he will encounter next season. In that respect, at least, advertising money will pick up a lot of bargains.

Whether public response will be of sufficient volume to enable the advertiser to cash in on his bargains, is perhaps, problematical, but he would be a gloomier pessimist than any I have yet met who prophesied that the women of the land are about to forego all the delights of the toilet, cease using perfumes, let their complexions go hang, stop the employment of rouge and lipstick and quit powdering their noses every few minutes whether it is necessary or not. As long as those engaging practices persist, the man who advertises the necessary materials and equipment judiciously and persistently will make money by so doing.

But the present purpose is not so much to present arguments on behalf of advertising, as to discuss the important question of media. At the present time, as at

all times when violent economic changes have occurred or are occurring, new study and evaluation of all the materials and tools of advertising are necessary. The old standards, the old measures of value have been seriously impaired if not rendered obsolete.

In the magazine field, there have of late been some adjustments in rates where circulations have declined. This development, however, has little if any bearing upon the question of whether magazines should be used during the coming season

or not; unless it might be argued that decreasing circulations indicate a diminishing reader interest on the part of those subscribers who continue to buy the magazines. This seems unlikely; on the contrary, in times of unemployment, or part time occupation, one would expect that subscribers would give the magazines a more thorough reading than when their time was fully taken up by their occupations and by the recreations and diversions which the lack of money now greatly curtails.

The question is not so much whether magazine readers read, but whether the advertisements in their magazines move them to buy. In normal times, magazines have unquestionably brought immediately satisfactory results to many advertisers. They have often solved advertising problems which for various reasons could not be as well met by other mediums. But a large percentage of magazine space has always been bought for the purposes of institutional advertising. Probably no medium equals the magazines of the better class when it comes to building prestige—the long pull accomplishment of creating national acceptance for a product and making for it a definite, substantial and permanent place among those commodities whose names stand for quality and reliability. It is safe to say that a majority of magazine advertisers, although they may have talked immediate returns to the space salesman, have had the institutional factor in the back of their minds when they authorized the expenditure.

But this, as I view it, is no time to be thinking of institutional campaigns. When business is flourishing and the chief problem is to fill orders promptly and satisfactorily, the manufacturer may well consider favorably plans for intrenching his business firmly in public confidence and building up good will for all future time. Whether the purely institutional campaign is, under any circumstances, worth what it costs to the toilet goods manufacturer is, to my mind, a moot question. My belief has always been that advertising money, in this industry, is much more wisely expended







FOR THE ADVERTISING MANAGER'S CONSIDERATION

in efforts to bring immediate business, and let the institutional factor take care of itself as a by-product. Selling a lot of perfumes and cosmetics that will give the consumer thorough satisfaction and make her a permanent customer is, it seems to me, a surer way of building up prestige and good will than the self-glorifying technique of the institutional campaign.

However that may be, the pressing problem of today is to move merchandise in the largest possible volume, and whether or not the magazines can do that job more effectively than other mediums is decidedly the paramount consideration. It is up to the magazines to prove that they can—if they do they are lucky.

Their past record in this direction is excellent; and at first blush it would seem that now, when people have more time to read and weigh the pros and cons of expenditure more closely, magazine space ought relatively to be more productive than ever—at least more productive than other forms of consumer advertising.

But whether that holds true or not is debatable.

Another advertising medium which is now in great favor must also be called to the witness stand and asked a few pointed questions. That is radio, and it seems to me that it has gradually been working itself into a mighty ticklish condition.

In two articles which lately appeared in *THE AMERICAN PERFUMER*, Mr. Mayham told just what radio is doing and how it is doing it more clearly and completely than has anybody else, in so far as I have observed. But he wisely refrained from passing out any advice as to its present value to the industry, or any prognostications as to its permanency as a profitable medium. He would be a rash man who ventured any such recommendations or forecasts, as the radio situation is changing very fast.

With the exception of Saturday evenings and Sundays—when the smallest number of people are at home—radio broadcasts now consist almost entirely of dance music, the singing of hackneyed and tawdry songs, comedy “skits” and “sketches,” and such stuff. As a consequence, the radios of a vast army of music lovers now stand mute nearly all the time. Furthermore, the jazz lovers—of whom there are a vast army—are becoming so fed up with the sort of drivel that advertisers are stuffing their programs with that they are tuning it out the instant it begins. They listen to the music and the comedy “skits,” but the more or less mellifluous voice of the announcer, extolling the same old merchandise in the same old way, gives them a pain. At least, so large numbers of them are publicly testifying, and it sounds reasonable.

There are, of course, millions upon millions of people who still listen to the radio, Heaven only knows how many hours a day, and they have money to spend. Many of them are persons of seeming intelligence, and have a lot of money to spend. But it seems beyond question that radio no longer holds its former place in public esteem, and that a constantly increasing number of people are denouncing it bitterly as a means of home entertainment. In such circumstances, is it entitled to serious consideration as a medium for the advertising of high grade merchandise? Are there now so many worth while people who consider radio as an obtrusive and objectionable racket that it will do a fine perfume or cosmetic more harm than good to be identified with it?

The newspaper may well make special claims for consideration at this time, on account of the excellent record it has made during the business depression. The falling off in space used amounts to only about 20%, while the average general magazine is off 50% or more. Newspapers have suffered less than other mediums because, primarily, they depend for volume upon local advertising, and the stores and shops of the country depend upon newspaper advertising for their business from day to day. With them, to stop advertising is to close their doors. The foreign advertising of the newspapers has fallen off heavily, but as they are the first to feel the slightest betterment in business conditions, they will very likely slowly increase their foreign advertising volume, even if the return to normal is delayed indefinitely.

As local newspaper advertising even now maintains a large volume, it is obvious that women are still buying goods and continue to be guided in their purchases by the announcements in the papers they read. Special sales and other unusual inducements bring out a



swarm of buyers. Business may be bad, but there is at least something doing.

From all indications the newspapers are now producing better results than any other class of medium, and the reason undoubtedly is that the newspaper has always been the guide to every day shopping for every day needs, which is now by far the leading form of purchasing activity. Little money is now being spent for costly merchandise, merchandise that requires planning and saving over a considerable period, or, in fact, any type of product that the average family can get along without. But the business of living must go on, and food, clothing and other necessities are essential to it. People do not seriously lower their scale of living unless they are obliged to, and the situation is critical indeed when they buy less food, or food of lower quality, or dress shabbily, or do without the little comforts and conveniences that they have grown to regard as necessities.

Such products—the necessities of every day living—are advertised in the newspapers, and in all times, good or bad, the women of the country scan the advertising pages closely and buy what they regard as the most advantageous offerings. This is the reason why newspaper advertising sells goods for local merchants; and surely it is not unreasonable to say that the right type of national advertising should be equally productive if printed side by side with the local advertisements which influence the disposal of the family funds.

The time and place to ask for a part of the money is when and where the money is being parceled out. The place to display your wares is in the mart where people are buying.

For these reasons it seems that existing conditions point more directly to the newspaper than to any other type of medium. But the advertising must be carefully planned. As I said in a previous article, 1929 advertising will not do. A study of local newspaper copy of the better class will show what kind of advertising now sells goods for department stores and specialty shops. It emphasizes values, but is not bombastic; it gives facts and reasons; it appeals to common sense as well as to the finer emotions.

### Convicted of Counterfeiting

Jerome J. Wolf, operating the Charlotte Hosiery Mills, (a retail shop in the building located at 44 Court street, Brooklyn, N. Y.) was found guilty in Brooklyn Special Sessions Court, June 2, of selling spurious Coty perfume, and sentenced in the Adams Street Court, Brooklyn, N. Y., June 10, to pay a fine of \$200 or spend sixty days in jail. Testimony revealed that the defendant had offered bulk perfume over the counter, representing it to be genuine Coty "L'Origan" perfume, at the low price of \$1 an ounce, four ounces for \$3.50. Suspicion having been aroused, this counterfeit perfume was purchased by Coty shoppers and analyzed. It proved to be spurious.

The comparatively light sentence imposed on Wolf despite the enormity of his offense is attributed to the fact that he had no previous criminal record and is the sole support of a family.

### Coming Conventions

American Cosmetics Association, Sherman hotel, Chicago, Aug. 22 to 24, 1932.

American Pharmaceutical Association and Canadian Pharmaceutical Association, joint convention, Toronto, Ont., Aug. 22 to 27, 1932.

American Chemical Society, Denver, Colo., August 22 to 26, 1932.

National Hairdressers and Cosmetologists Association, Cruising Convention, *S. S. Noronic*, Sept. 10 to 16, 1932.

National Wholesale Druggists Association, Greenbrier hotel, White Sulphur Springs, Va., Sept. 19 to 23, 1932.

National Association of Retail Druggists, Hotel Statler, Boston, Sept. 19 to 23, 1932.

International Beauty and Barbers Supply Dealers Association, Wardman Park hotel, Washington, Sept. 26 to 30, 1932.

Federal Wholesale Druggists Association, Hotel Raleigh, Washington, Oct. 4 to 6, 1932.

Beauty Industries Manufacturers Association, Inc., Hotel Astor, New York, Oct. 17 to 20, 1932.

American Beauty and Styles Exposition, Grand Central Palace, New York, Oct. 17 to 20, 1932.

National Manufacturers of Soda Water Flavors, Cleveland, Ohio, Nov. 14 to 18, 1932.

American Bottlers of Carbonated Beverages, Cleveland Public Auditorium, Cleveland, Ohio, Nov. 14 to 18, 1932.

American Pharmaceutical Manufacturers Association, Mayflower hotel, Washington, Dec. 10 and 11, 1932.

Packaging Exposition, Pennsylvania hotel, New York, March 7 to 10, 1933.

National Confectioners Association, Chicago, date to be announced.

### Association Executives to Meet

The part trade associations may be expected to play in the changing economic and financial American business scene will be the central theme of a four-day convention of the American Trade Association Executives which will be held at the Hotel Ambassador, Atlantic City, Sept. 14 to 17, according to the program made public recently by W. J. Donald, chairman of the convention and program committee of the association. Those attending the meetings—the thirteenth annual congress of the organization—will comprise executives from associations of every important industry in the United States, according to Mr. Donald.

The following are committee chairmen in charge of the various activities of the conference:

W. J. Donald, James O. McKinsey & Co., management engineers and accountants, general chairman; Homer D. Sayre, National Metal Trades Association; Frederick W. Donahue, Steel Barrel Manufacturers' Institute; Mrs. Albert C. Taylor; Richard M. McClure, Wirebound Box Manufacturers' Association; Roberts Everett, Dairy and Ice Cream Machinery and Supplies Association; O. L. Moore, Sales Book Manufacturers' Association; Robert Macfee, Central Supply Association.

## Rulings on Tax Law

(Continued from Page 246)

to inquiries, where it has been possible to obtain them, which have come to THE PERFUMER during the past three weeks. Each statement is on the authority of an official pronouncement in reply to a direct inquiry and to that extent is official.

There has been insufficient time as yet for the Bureau to determine the actual results in revenue that will accrue from these taxes, as taxes due on sales between June 21 and June 30 are not payable until on or before July 31 and consequently few payments have been received.

\* \* \* \* \*

### Trade Passes Tax On

The determination of the trade in general to pass the tax on to the dealers in the form of an added charge or an increased price is being generally maintained, more than 80 per cent of the manufacturers continuing in accordance with this decision. The treatment lines remain the notable exceptions in this regard. New price lists indicating advanced retail prices are being issued by a number of prominent manufacturers.

### Increased Prices Are Legal

There seemed to be some doubt in the minds of the public during the month since the tax went into

effect as to the right of the dealer in adding the tax to the retail price. There is no doubt of this right or of the intention of Congress that the tax should be passed on. Increased prices are not banned by the law nor is the statement that the increases are due to the tax provided there is no deception involved and that the increase is actually due to the tax. However, increased prices may not be laid to the tax unless the entire increase is in fact due to it.

The intent of the Congress that the tax should be passed on to the public is clearly shown in the colloquy between Mr. Crisp and Mr. La Guardia contained in the excerpt from the *Congressional Record* reproduced herewith.

\* \* \* \* \*

### Canada Acts on American Tax

The Canadian Commission of Customs has issued a ruling regarding the application of the American excise taxes in connection with duties on goods entering Canada. This applies to soaps and toilet preparations which are taxable under the new revenue law. In the future valuations of goods coming from the United States into Canada will be increased by the amount of the excise taxes, and the duties will be payable on such increased valuation. An additional amount equal to the tax will also be added for computation of the anti-dumping duties of the Canadian government.

### Trade Marks in Irish Free State

Considerable interest has been aroused among toilet preparations manufacturers in the case of a dealer in Dublin, I. F. S., who was fined for displaying a British trade-marked article in his window with the words "registered trade-mark" upon it. This action was taken under a law which makes it illegal to use the word "registered" on goods in the Free State when such goods have not been actually registered there. It applies to all goods, both foreign and domestic.

Advices from the Free State authorities, however, are to the effect that there will in general be no interference excepting in cases where goods or labels convey the impression that they were registered in the Free State when such is actually not the case. American trade-marks which show unmistakable signs of registry in the United States will not be interfered with, and there is no desire to prosecute innocent offenders.

### American Cosmetics in Czechoslovakia

American cosmetics are liked in Czechoslovakia, and an active distributor should be able to develop a fair business when the present exchange difficulties clear up. At present the most popular brands are the French Coty, Houbigant, and Bourjois, and the German Seichner, which have been consistently pushed with advertising. Slightly over 62 per cent of all nonalcoholic cosmetic imports have been coming from France, 14 per cent from Germany, and only 9 per cent from the United States. The total value of these beauty preparations reached \$212,640 in 1931.—(*Commercial Attache Don C. Bliss, Prague*).

... I hope to  
... this bill and leave it  
... as to whether or not the credit of the Government  
... to be protected and maintained.  
Mr. CRISP. Mr. Chairman, by direction of the Committee on Ways and Means I offer the following amendment.  
The Clerk read as follows:  
Committee amendment offered by Mr. CRISP: Page 229, after line 8, insert a new section, as follows:  
"SEC. — TAX ON TOILET PREPARATIONS, ETC.  
"There is hereby imposed upon the following articles, sold by the manufacturer, producer, or importer, a tax equivalent to 10 per cent of the price for which so sold: Perfumes, essences, extracts, toilet waters, cosmetics, petroleum jellies, hair oils, pomades, hair dressings, hair restoratives, hair dyes, tooth and mouth washes, dentifrices, tooth pastes, aromatic cachous, toilet soaps, toilet powders, and any similar substance, article, or preparation, by whatever name known or distinguished, any of the above which are used or applied or intended to be used or applied for toilet purposes."  
Mr. CRISP. Mr. Chairman, just a word. This is an amendment which is expected to yield \$25,000,000. Of the one hundred and seventy-odd witnesses who appeared before us, the only one who suggested this tax was Miss Laurette Taylor, and she stated that the women would cheerfully pay this tax, and it would not slow up business.  
Mr. LaGUARDIA. Will the gentleman yield?  
Mr. CRISP. Yes.  
Mr. LaGUARDIA. This amendment covers the entire field known as cosmetics.  
Mr. CRISP. Yes; it is so intended.  
Mr. LaGUARDIA. And it is on the retail price?  
Mr. CRISP. It is on the manufacturers' price.  
Mr. LaGUARDIA. But it is intended to be passed on?  
Mr. CRISP. Of course the gentleman from New York knows that all taxes are passed on if they can be passed on.  
Mr. LaGUARDIA. I will say that this item was also included in my tentative plan.  
Mrs. KAHN. Will the gentleman yield?  
Mr. CRISP. I yield to the gentlewoman from California.  
Mrs. KAHN. I want to say to the acting chairman of the Ways and Means Committee that speaking for the women of the country there will be no opposition on their part to paying this tax. [Applause.]  
Mr. CRISP. I thank the lady for that contribution.  
Mr. CELLER. Will the gentleman yield?  
Mr. CRISP. I yield.  
Mr. CELLER. In justice to Miss Laurette Taylor, who is the gentleman's committee and about whom he is so favorable, may I say to the gentleman that I am sure that Laurette Taylor

# TRADE NOTES



## Forvil Account to Storfer

Parfums Forvil, Nanterre, France, has appointed Storfer Laboratories, Inc., New York, its American representative. Charles Rosenthal, export manager for the French house, has been in the United States during the last few weeks seeking suitable representation for the line and has selected the Storfer company.

The Forvil line is well known abroad, and since its inception about ten years ago has made rapid progress in the markets of France and other parts of Continental Europe. The company is headed by Leo Fink who established it after more than twenty years association with the perfume industry in France.

We are pleased to pass to our readers the comments of Mr. Rosenthal who stated that in the course of many trips to all parts of the world he has never had a more cordial and friendly reception than he has had in America. He has asked us to extend his sincere thanks and appreciation to the friends he has made here for their helpful co-operation.

## Crull New Campana Officer

I. Willard Crull has been elected vice-president of Campana Corp., Batavia, Ill., manufacturers of "Campana's Italian Balm." Mr. Crull studied at Brown University, and joined the Campana Corp. immediately after his graduation in 1928. His education in English and journalism led him into the advertising field and recently he has been handling most of the Campana advertising. His election as vice-president comes as a recognition of the splendid work which he has done with the company during the last few years. He is a member of the Brown University Club of Chicago, Zeta Psi fraternity and a Mason.

A younger brother, Richard Morgan Crull, who was graduated from Brown in June, has just joined the company.

## Greilsamer Officer of Legion

Raymond Greilsamer, general manager of the house of Coty, Paris, has just been honored by promotion to the rank of officer in the Legion of Honor. Mr. Greilsamer has made notable contributions to the advancement of French science and industry and the award is well merited. We extend our congratulations in which our readers will join.

## Jane Kay Co. Moves

Jane Kay Co., Dayton, Ohio, formerly located at 150 Marathon avenue, has recently moved to new quarters at 53 West Apple street.

## Welch Now A.M.T.A. Manager

At a recent meeting of the executive board of the A.M.T.A., action was taken on the resolution adopted at the convention authorizing the selection of a full time manager for the association. The board voted to place Charles S. Welch, who has been secretary for the last two years, in that position.

It was also voted that the authorized name change of the association be made immediately, and the name Asso-

ciated Manufacturers of Toilet Articles was unanimously adopted as the official title of the organization. This name retains the initials, A.M.T.A., and at the same time accomplishes the purpose for which the change was authorized, namely to describe the broadened scope of the association which has now been opened to importers as well as strictly American manufacturers.



CHARLES S. WELCH

Mr. Welch is admirably fitted by training and experience for his new position. He has been in the toilet preparations business since he was 14 years old, when he started as a retail sales clerk. He became a wholesale salesman of toilet goods in 1906, and four years later joined the staff of Park & Tilford, New York, then very prominent in the perfume and toilet goods field. After eleven years there, he was made vice-president and general manager of Rallet Corp., New York, and more recently was vice-president and general manager of Helena Rubinstein, Inc., New York.

His experience covers both domestic and imported lines in actual merchandising, and he has for several years been an official of the Perfumery Importers' Association as well as of the A.M.T.A. In commenting on his appointment, president H. H. Bertram said: "He knows the problems of the retail druggist, the manufacturer and the department store as they relate to cosmetics and toilet articles, and is personally acquainted with every toilet goods buyer in the United States."

While for the moment his time is largely taken up with the difficult problems involved in the revenue bill, Mr. Welch has plans for a broad program of association activity which will be launched in the near future. It includes study and correction of many of the difficulties now noted in sales and distribution.

### Vadco to Long Island City

Executive offices of Vadco Sales Corp., New York, have been concentrated at the new office building at 51-12 21st street, Long Island City. Here manufacturing, sales and executive activities will be closely co-ordinated, and the change, according to Monroe W. Rothschild, president, was effected in the interest of increased efficiency.

### Groville Now Potter & Moore Agents

Groville Sales Corp. has advised us that it has been appointed selling agent in the United States for products manufactured by Potter & Moore, Ltd., of Mitcham, England. This line includes the famous lavender products manufactured by that company as well as numerous specialties, and also a very attractive line of toilet preparations for men.

Potter & Moore is one of the oldest of the British perfumers, and its products have enjoyed a large and growing sale throughout the United Kingdom for many years. They have also been known in this country, although no direct sales representation had been enjoyed in the past.

Groville Sales Corp. was organized about a year ago to handle sales of the Grenoville line of perfumes of Paris, France. Its activities are under the direction of George A. Stevens, who has been connected with the toilet preparations industry for many years and who is well known to buyers throughout the United States.

An idea of the scope of Potter & Moore products can be gained from the accompanying photograph which shows a display of these products in the recent British Industries Fair.



### Wigman in New Quarters

T. Wigman & Co., Hollywood, Calif., formerly located at 1856 Hillhurst street, has moved to new offices at 2010½ North Commonwealth avenue.

### B. M. Douglas in Europe

B. M. Douglas, vice-president and treasurer of Chanel, Inc., sailed July 9 on the *Ile de France* for a



B. M. DOUGLAS

stay of about four weeks in Europe. He will first visit Paris where he will spend the greater part of his time, making his headquarters at the Chanel offices. There he will confer with officials of Chanel, discussing new products and developments. Leaving Paris, Mr. Douglas will visit other sections of France, observing conditions in the trade in general and especially in the field of toilet preparations and

perfumes. He may also spend a short time in England studying conditions there before returning to these shores early in August.

### Klotz Visits American Company

Georges Klotz, president of Pinaud, Inc., New York, and active head of the house of Pinaud in France, arrived on the *Ile de France* July 6 for a visit of indeterminate length to the American company. He has been conferring in New York with John J. Quinn, vice-president, and other executives of the American branch as well as A. R. Poole, Canadian representative, who visited New York to see him. Several conferences on the golf links have been held as well, from which reports come to the effect that the New York company has more than held up its end, although Mr. Klotz's game has shown measurable improvement under Mr. Quinn's careful tutelage.

### Lever Employees' Annual Outing

The sixteenth annual outing of the employees of Lever Bros. Co., Cambridge, Mass., was held in June at Goffs Falls, N. H., about 2,000 employees and their families going to the resort by special train from Boston for a day of sports and enjoyment. In addition to the regular program of field and water sports, a vaudeville entertainment followed by dancing and dance contests was arranged by the committee. Attractive prizes were presented to the winners.

### Darling a New York Visitor

F. E. B. Darling, president of Darling Products, Inc., Troy, N. Y., and Alden Bonesteel, sales manager of the company, were New York visitors early in July and later Mr. Bonesteel left for a Western trip. They report that business in bath salts and other specialties of their manufacture has shown improvement recently in New York and New England states.



## Blocki's Independence Day Message

Few company circulars have carried so splendid an inspirational message in this time of depression as the message sent out on Independence Day of this year by John Blocki, Inc., Chicago. We regret that we have not space to publish it in full, but we have selected several especially appealing paragraphs which we pass on to our readers herewith:

"One hundred fifty-six years ago, on July 4, the Declaration of Independence was signed. We are now suggesting that on July 4, 1932, the people of America mentally sign a new Declaration of Independence.

"We are confronted with annoying problems, harassing difficulties, confusing distractions, vexing worries. Many of us have seen the accumulations of a lifetime swept away during the past three years. All of us have been affected by the business decline since Black September of 1929.

"But our troubles are trivial and inconsequential, when we compare them with those of our stalwart forefathers. Imagine for a moment the difficulties of the Pilgrim settlers in New England: hostile Indian attacks, a rapidly dwindling food supply, illnesses with inadequate medical care. Imagine Washington with his ragged troops at Valley Forge, subsisting in hovels and huts with insufficient rations during the bitter cold winter, knowing that eventually they would face the final combat against the best trained and best equipped army England could send against them.

"We do not deny the difficulties of the present day. They do exist; and they are severe. But let us summon the spirit of our ancestors who built this nation by their indomitable courage, who succeeded because they were able to meet situations and overcome them instead of weakly complaining about them.

"The true test of character is not the way in which one responds to prosperity, but the manner in which one reacts to adversity. Anyone can be happy and optimistic when they are making money and 'getting the breaks.' Genuine character is necessary to stand up under difficulties and courageously fight back.

"Many of us who are active in business today are seeing the tide of battle go against us. We are not making the headway we have in former years. But surely we do not expect to do what no one else has ever been able to do, to march steadily from one victory to another, without a single reverse!

"Our pioneer ancestors did not complain about conditions; they made conditions over to suit them. They cleared the forest to make fertile fields; they spun their own thread and wove their own cloth; they fought not only the Indians but also nature and economic conditions. To repeat—because they fought, they won.

"Let us each, in his own mind and his own heart, issue a new Declaration of Independence on July 4,



JOHN BLOCKI

1932. Let us declare our independence of spirit and of courage; let us resolve that we, too, will fight our way back to prosperity and to success, and not idly bemoan and bewail the times.

"Because in 1932, as in 1776, those who fight will win!"

This message is typical of the career of John Blocki, founder of the company. Mr. Blocki began his career in the industry in 1859 as an apprentice in a drug store, and six years later at the age of 20 he became a member of the wholesale drug firm of Blocki, Dietzsche & Co. The firm prospered until in 1871 the great Chicago fire burned it out, but this did not discourage Mr. Blocki who a short time later reopened in the only business building that escaped the fire.

In 1895, he founded the present company as John Blocki & Son, and after the death of his son, Fred Blocki, in 1919, this became John Blocki, Inc. Now his daughter, Mrs. Jeanette Blocki Peterson, is general manager, but Mr. Blocki, in spite of his advanced age still maintains an active advisory interest. He is a member of most of the pharmaceutical and toilet preparations trade organizations and was a charter member and the first vice-president of the Manufacturing Perfumers' Association, now the Associated Manufacturers of Toilet Articles, as well as a charter member and the first corresponding secretary of the Veteran Druggists Association.

Mr. Blocki has directed his business through so many periods of stress, depression and panic that the present dip in the business cycle does not alarm him, and his attitude toward it is splendidly expressed in the Independence Day bulletin.

## Jolie Acquires Additional Space

Jolie, Inc., manufacturer of cosmetics, 116 West Fourteenth street, New York, has leased an additional floor at that address to meet production requirements. The company now occupies two entire floors in the building, and the increased space will greatly facilitate manufacturing operations, according to L. A. Sturtridge, president. Mr. Sturtridge also advises us that a new mascara has been added to the company's line. It is packaged in compact form like lipstick, and may be applied directly after being moistened, without the use of a brush.

## Warning on Stolen Perfumes

Our readers are warned that about 400 two-ounce packages of perfume packed in boxes, three boxes to a carton, were stolen recently from the premises of Henri, 206 W. 19th street, New York. Any one receiving suspicious offers of such merchandise is requested to communicate with the company.

## Reception to French Athletes

The French Chamber of Commerce and the French Line held a reception in honor of the French athletes, who are going to Los Angeles to represent France in the Olympic games, on the *Paris*, July 14. Very appropriately, the reception was held on the French national holiday "Bastille Day."

### Ex-Cel-Cis Opens New Branch

The Ex-Cel-Cis Products Co., Salt Lake City, operating a national door-to-door business for perfumes, cosmetics, spices, etc., which it manufactures, and conducting a large wholesale beauty shop supply business, has opened a branch establishment at 169 East Broadway, that city, to take care of, among other things, the supplies required by its saleswomen in the Salt Lake City territory. The company is enjoying good business in spite of disturbed economic conditions, and greater facilities for caring for its customers were imperative. Roy Karron will have charge of the branch.

### Modernette Office to Madison

The Middle West distributing office of the Modernette Beauty Shop Equipment Co., has been moved from Des Moines, Ia., to the Central Wisconsin Trust Co. building, Madison, Wis., according to word from M. E. Parobek, vice-president. Mr. Parobek will be assisted by Dr. A. F. Witte and W. A. Rose, who are moving to Madison with their families.

### Kroneman on Vacation Trip

We have received a card from William F. Kroneman, vice-president of Standard Aromatics, Inc., mailed at Yankee Lake, N. Y. A view of the lake and surrounding woods is described by Mr. Kroneman as "fragrant with 'Standard Aromatics Pine Woods, No. 933.'"

### Death of Charles L. Hamilton

Charles Lyman Hamilton, president of the Potter Drug & Chemical Co., manufacturers of "Cuticura" soap and preparations, Malden, Mass., and one of the leading industrialists of New England, died suddenly of a heart attack July 16 at his home in Malden. He was sixty-seven years old. Born in Roxbury, Mass., Mr. Hamilton began his business career as a bookkeeper in the Potter company in 1883. His progress was rapid, and in 1890 he was elected secretary of the company. In 1906 he was made vice-president and general manager, and upon the death of George R. White, one of the founders of the company and its president, in 1922, he was elected to the presidency. Mr. Hamilton was one of the leading citizens of Malden, being a member of several local organizations. He was a director of the Malden Trust Co., a member of the Malden Rotary Club, past commander of Boston Commandery, Knights of Templar, and a member of Mount Olivet Chapter and Massachusetts Consistory, Scottish Rite. Following Mr. White's death, he served as an executor of the estate. He leaves his widow, a son, William C. Hamilton, and a Brother, George M. Hamilton.



THE LATE  
CHARLES L. HAMILTON

### Death of James N. Gamble

James Norris Gamble, vice-president of Procter & Gamble Co., Cincinnati, died in that city July 2. He would have been 96 years old on August 9. Born in Cincinnati in 1836, a year before the founding of the Procter & Gamble Co., Mr. Gamble received his early education in the local schools and later attended



THE LATE  
JAMES N. GAMBLE

Kenyon College, from which he received his A. B. in 1857 and his A. M. in 1862 and followed it with a special course in chemistry at the University of Baltimore.

The year of his graduation he became a member of the firm of Procter & Gamble which his father, James Gamble, had founded. His efforts with the firm were directed toward improving the manufacturing processes in which his excellent technical knowledge was of material service. In 1890 when the company was incorporated Mr. Gamble became vice-president and a director, holding these connections until his death, although he retired from active participation in the company's affairs some years ago.

In addition to his business interests, Mr. Gamble devoted much time to civic and charitable matters, and after his retirement he maintained offices in Cincinnati from which he participated actively in social welfare work. It is said of him that for more than fifty years hardly a church was erected in Cincinnati which he had not aided financially, often assuming almost the entire burden himself. In 1927 he gave half a million dollars to the Christ Hospital building fund, and the same year he founded and endowed an institute for medical research. During his life he gave millions to alleviate distress and improve conditions in his native city, and it is only during the last two years that ill health had prevented daily visits to his office.

In civic matters Mr. Gamble had long advocated the canalization of the Ohio river. He was an active member of the Ohio Valley Improvement Association, and at one time had been mayor of Westwood, now a part of Cincinnati. He was also a member of Delta Kappa Epsilon college fraternity. His wife, Margaret Penrose Gamble, died in 1901.

Funeral services were held at his residence July 5, and were conducted by Rev. Edward F. Andree, pastor of Westwood M. E. Church, of which Mr. Gamble had been a trustee for many years.

### Bush Production Man Here

William C. Thomas, production manager for W. J. Bush & Co., Ltd., Melbourne, Australia, arrived in Los Angeles July 19 on the *Monterey*. Mr. Thomas will discuss matters of mutual interest with executives of W. J. Bush & Co., Inc., New York, and W. J. Bush Citrus Products Co., National City, Calif., before proceeding to London to visit the company's British headquarters.

### Revue des Marques Moves

The *Revue des Marques*, attractive French journal devoted to the interests of the perfumery and toilet preparations industry, has advised us that it is now located in much more convenient quarters at 36 avenue Hoche, near the Etoile, Paris, and invites its American friends to call at the new offices. The *Revue*, which was organized some years ago by S. Schwob, has rapidly assumed a place in the front rank of cosmetic trade publications and exercises an important influence on the French industry. We are pleased to congratulate M. Schwob on the fact that his growing activities on behalf of the industry have compelled him to seek larger quarters for his journal.



S. SCHWOB

### Lambert Seeks Stable Prices

In an attempt to bring about price stabilization for "Listerine," the Lambert Pharmacal Co., last month inaugurated a heavy newspaper advertising campaign in bringing out its new "fillable" bottle which is being sold in combination with "Listerine." The fillable combination is being distributed through 200 selected wholesalers, and is not being offered to price-cutters. Certain chain store groups also will have the deal. The advertising campaign is being conducted in 200 newspapers and will last about five or six weeks.

### Wintrob New York Visitor

Hart D. Wintrob, of the Hollywood Laboratories, Toronto, Canada, has returned from a visit to New York City where he called on the trade early in July. Mr. Wintrob reports that his firm has made very satisfactory progress in the last year and that the policy of expansion will be continued by the addition of new numbers. He reports that the sales tax of six per cent which went into effect last April has had no noticeable effect on the toilet preparations business, and that perfumers generally in the Dominion pass it on to their dealers who in turn pass it on to consumers.

### Koremlu, Inc., in Bankruptcy

Koremlu, Inc., New York City, maker of depilatories, has filed a voluntary petition in bankruptcy, listing liabilities at \$2,488,745 and assets at only \$2.93. The liabilities consist mainly of damage suits brought by persons who claim they were victims of thallium poisoning after having used the creams manufactured by the company. Medical opinion has opposed the use of thallium in depilatories, and warnings have been issued calling attention to the dangers of using depilatories containing thallium following the discovery by physicians of patients suffering from thallium poisoning.

### Armor on Coast Trip

George M. Armor, vice-president of McCormick & Co., Baltimore, left July 18 for a trip to the Pacific Coast where he will be a representative from Boumi Temple to the Imperial Council Session of the A. A. O. N. M. S. to be held in San Francisco July 26, 27 and 28.

While on the West Coast, Mr. Armor will spend about a week with the company's western field sales manager, John A. Sparkman, in San Francisco, and then go on to Los Angeles to see the trade with another representative, H. L. Krueger. Returning, he will rejoin the Shrine delegation in St. Louis. The trip will take about three weeks.

### Paula Labs. Starts Cosmetic Line

Paula Laboratories, Inc., has been organized with headquarters at Newark, N. J. This company will manufacture a line of popular priced creams and other cosmetics under the name "Adoris." Emanuel Friedman is president, Samuel Freiman, vice-president and chemist, and Pauline Friedman, treasurer.

### Selick Accounts Sold

Accounts receivable of C. H. Selick, Inc., New York, were sold at auction July 7 by Edward I. Wechsler, assignee of the company, for the benefit of creditors. Other assets consisting of trade marks, merchandise, etc., had been disposed of previously.

### Cinderella's Novel Demonstration Booth

Cinderella Cosmetics, St. Paul, Minn., is making a special sales drive in the Pacific coast territory under the direction of Bob Enders, sales manager. In order



to publicize the line especially in department stores, an elaborate sales and demonstration booth has been developed and has been used in several prominent retail outlets.

This booth has a raised base on which the demonstrator or salesperson stands, and consists principally of four black columns with chromium plated metal ornamentation and specially lighted dome. It has attracted considerable attention and materially increased sales wherever it has appeared.

## Webb Sails for England

Mr. and Mrs. R. Righton Webb and their young son sailed on the *Franconia*, June 24, for their annual visit to England. Mr. Webb is treasurer of W. J. Bush & Co., Inc., New York. He will go first to London, where he will confer with officials of W. J. Bush & Co., Ltd., parent house of his company, and discuss plans for expanding the American business, offices of which were recently moved into more convenient quarters. With Mrs. Webb he will also visit relatives in England and may also make a brief trip to the Continent, returning in time for the usual Autumn expansion in business. The editorial camera was fortunate in recording this characteristic pose of the Webb family party on the *Franconia* the day of its sailing.



MR. AND MRS. R. R. WEBB  
AND SON

## Drug Store Drive by Muelhens

Ferd. Muelhens, Inc., New York, makers of "No. 4711" products, has launched an intensive drive for distribution of the company's products through drug stores. In furtherance of this drive, the company has imported from Ferd. Muelhens, Cologne, Germany, a number of extremely effective window displays which have been placed in several of the leading New York drug stores and will be introduced in other stores during the next few weeks. These displays are worked out in the attractive blue and gold color scheme which characterizes the company's products.

The particular window illustrated appeared in the pharmacy of J. Leon Lascoff & Son, New York, one of the country's most famous ethical druggists. Shown also are a picture of the Lascoff store at Lexington avenue and East 82nd street and photographs of Dr. Lascoff, founder of the business and his son, Frederick D. Lascoff, who is now associated with him in its management. Dr. Lascoff has for years been prominent in retail drug circles, and is a member and past officer of the leading trade organizations in this field.

The new campaign has already been markedly successful in stimulating sales.



## Colgate-Palmolive to Maintain Advertising

Rather than curtail national advertising of its products, the directors of Colgate-Palmolive-Peet Co., have voted to reduce the dividend on the common stock, and declared it to be the policy of the company to conserve its resources and maintain itself in a liquid position while present conditions continue. The directors declared a dividend of 25 cents per share on the common stock, payable July 25 to stockholders of record July 15. This compares with a dividend of 62½ cents per share in each of the two preceding quarters.

"The company has over a long period and by the expenditure of large sums of money placed its brands in the forefront of the toilet soap, laundry soap and toilet article industry," said Charles S. Dewey, vice-president in charge of finance, in explaining the company's policy. "The management believes that active business and prosperity will in due course return to the country and that as heretofore the public will seek the quality and reputation of those brands which have stood the test of time and with which they have been familiar.

"For this reason, the company contemplates continuing its advertising campaigns on a basis that will keep the position of the company in the industry and the reputation of its advertised brands in the minds of the consuming public. As no one can foretell for how long a period present conditions may last, the company intends to conserve its resources and maintain itself in a liquid position, believing that the carrying out of its program—even to the extent of reduced profits and dividends on the common stock—is the greatest ultimate service it can render to its stockholders.

"It is customary in the soap industry that the third quarter of the year is the most active one from the standpoint of sales and earnings. In paying 25 cents per share at this time upon the common stock of the company, the management believes that the next few months will be no exception although the volume of sales and amount of earnings may be reduced. The management, however, will for the future continue as a first consideration its policy of maintaining the company in a strong financial position in order to maintain its brands, meet competition and take advantage of a betterment in business conditions when it arrives."

The company has placed its operations on a five day week basis with five days pay, effective July 1.





### Givaudans Entertained on Departure

Executives and salesmen of Givaudan-Delawanna, Inc., New York, tendered a dinner to Xavier and André Givaudan, of L. Givaudan & Cie., Geneva, Switzerland, at the Brevoort, New York, June 15, just prior to their return to France after a two weeks' visit here. The dinner was informal in character, the only speeches being a short expression of *bon voyage* wishes by Dr. E. C. Kunz, executive vice-president of the American company, and a response by Xavier Givaudan, who told how greatly he had been impressed by the progress of Givaudan-Delawanna,

Inc., both in technical and in sales work especially during the last two years.

In the accompanying photographs there are seated outside the table from left to right: V. Marquis, E. Van Liew, J. Balsam, H. F. Duffy, L. L. Lowden, W. H. Adkins, M. Lemmermeyer, Dr. M. Szamatolski, Xavier Givaudan, Dr. E. C. Kunz, André Givaudan, Dr. G. A. Geiger, R. A. Engel, M. S. Carpenter, J. Meyer, R. J. Weber, C. L. Weston, J. Walsh. Inside circle, left to right: H. Perry, J. Bush, D. Watson, G. M. Warren, F. B. Smith, M. Lazorchak, Dr. M. Luthy, C. L. Armstrong and E. P. Nicholson.

### Bush Condemns "Giving" Salesmen

John F. Bush, Jr., vice-president of the Puritan Soap Co., Rochester, N. Y., writing in a recent issue of *Printers' Ink Weekly* condemns the action of what he terms "Santa Claus" salesmen who practically give away their companies' products in an effort to secure orders. There are several types of these "Santas," Mr. Bush says, the "special discount" Santa, the "advance dating" Santa, the "consignment" Santa, the "free sample" Santa, and the Santa who "will take it up with the factory." He declares that 1932 is a year of reckoning, and salesmen in the "giving" category will be taught that an order at a loss is worse than no order at all.

### H. J. Carr Is Married

H. J. Carr, vice-president of the Anchor Cap & Closure Corp., Long Island City, N. Y., and Miss Mary Catherine Shomier were married in New York on June 4, and are making their home at 2 Beekman place, that city. *THE AMERICAN PERFUMER* extends to Mr. and Mrs. Carr its heartiest congratulations and best wishes for marital happiness.

### Soap Factory for Phoenix

A plant for the manufacture of soaps will shortly be established in Phoenix, Ariz., according to press reports. Fats from a local packing plant will be utilized, and laundry soap will be the first product, to be followed by other soaps and possibly toilet preparations. Dr. Paul G. Das, now a resident of Mexico, is promoting the project.

### New Bradford Soap Plant

The Original Bradford Soap Co., Inc., commenced operations at its new plant in the Valley Queen Mill, Riverpoint, R. I., this month. The plants in Providence and Woonsocket were dismantled and the equipment installed in the Riverpoint factory where all of the company's operations will be carried on in the future, according to Daniel McIver, secretary-treasurer. Between 50 and 100 will be employed in the new plant, depending upon conditions. Walter M. Fuller, of Providence, is president of the company, which was established in Johnston, R. I., in 1876.

### Procter & Gamble Sets Record

A new high record for shipments of its products was established by Procter & Gamble Co. during the week ended June 18. Sales of toilet soaps were particularly heavy, partly in anticipation of the government tax, effective June 21, and because of the recent reduction in price of the company's soaps, it was reported. The customary semi-annual shutdown of plants for overhauling during the first half of this month was indefinitely postponed.

### Marriage of Miss Green

Mr. and Mrs. William H. Green, of Forest Hills, L. I., have announced the marriage of their daughter, Evelyn Mary to Fred John Hamm. The ceremony took place at Forest Hills on June 18. Mr. Green is New York representative for Addison Lithographing Co., Rochester, N. Y., and the Tin Decorating Co., Baltimore, Md.

### Designers Discuss Packaging Trends

A large number of professional designers and stylists attended the Design and Industry Conference sponsored by the National Alliance of Art and Industry in the Art Center Building, New York City, June 23, and heard several informative talks on the present day trend of design. Officials of the Alliance declared it was one of the most successful conferences of the kind held. Irwin D. Wolf presided.

O. F. Benz, director of sales for the du Pont Cellophane Co., in an interesting talk on "The Consumer Point of View," enumerated a number of advantages of packaging products in cellophane. He said the greater part of goods in retail stores today is purchased through the eye.

Other speakers were Mark M. Jones, designer, who discussed "Utility and Art Trends;" Ben Nash, of the Nash Product Development Co., whose subject was "Buying a Complete Design Project," and Foster Gunnison, designer who spoke on the "Economic Importance of Appearance."

### Ryland on Motor Tour

Harry C. Ryland, New York City, accompanied by Mrs. Ryland, spent the week of July 4 motoring in Canada in the vicinity of Montreal, Montmorency Falls and Quebec.

### Rinke on Connecticut Vacation

G. R. Rinke, of John Powell & Co., New York City, is spending a month's vacation in Old Greenwich, Conn., enjoying his favorite sports of boating and swimming.

### Stoddard Now Located in Baltimore

Russell B. Stoddard, of van Ameringen-Haebler, Inc., New York, is now making his headquarters in Baltimore, Md., from which point he is covering the trade in Baltimore, Washington and some parts of the South in the interest of the company.

### New Address of Or-Blos

Or-Blos Co., Inc., Jacksonville, Fla., recently moved to new quarters at 666 East Bay street. They were formerly located at 219 East Second street.

### Bourguet on European Trip

C. H. Bourguet, general manager of Lautier Fils, Inc., New York, with Mrs. Bourguet and son, René, sailed on the *Ile de France* July 9 for their annual visit in Europe. They will go to Paris and Grasse where they will visit relatives and friends, and then to Mr. Bourguet's native town of Nîmes, later taking a vacation motor trip through the Pyrenees.



C. H. BOURGUET

In Grasse, Mr. Bourguet will confer with officials of the parent house of Lautier Fils whose headquarters are located in this center of perfume raw material manufacture. He will study crop

and market conditions in natural floral products during the important crop period and visit the company's extensive lavender plantations at St. André, returning to the New York branch in about eight weeks.

### Land Drug Chain Sold

Land Drug Stores, Inc., operating a chain of 37 stores with units in Atlanta, Ga.; Jacksonville, Fla., and Knoxville, Tenn., has been purchased by H. C. Naylor, of New Orleans, for a reported price of \$248,000. The stores were operating under a receiver for several months.

### Cosmetics in Antiquity



Our neighbor, *Judge*, courteously allowed us to reproduce the accompanying cartoon which appeared in one of its recent issues with the caption, "In this inscription the queen is wondering what to do about a shiny nose." It is an unusually effective example of the steadily growing attention which our industry is gaining in the general publications, and while calculated to arouse the risibilities of the reader, is by no means unfavorable to our industry. The growing importance of cosmetics and the growing knowledge of the public regarding their use is better realized when so simple a drawing and caption can attract the attention of a publication like *Judge*.

### Kilheffer Sails for Europe

Dr. E. H. Kilheffer, manager of the fine chemicals division of E. I. du Pont de Nemours & Co., New York, sailed on the *Europa*, July 2, for a business trip of from four to six weeks. Dr. Kilheffer went first to Paris and later expects to visit several points in Germany and possibly England.

### Kelly and Young on Trip

Robert C. Kelly, vice-president of John Powell & Co., New York, and William C. Young, manager of the New York office of Swindell Brothers, Baltimore, Md., have returned from a 3,100 mile business trip by automobile through the Middle West. The trip was made in three weeks' time without accidents of any kind, and included visits to the trade in Philadelphia, Cincinnati, Indianapolis, St. Louis, Freeport, Ill., Chicago, Detroit, Windsor, Canada; Buffalo, Rochester and Newark, N. Y. Both men reported a more optimistic trend in the business situation.

### Management Association Names Goetz

John G. Goetz, for 12 years assistant to the president of the National Industrial Conference Board, has been appointed managing director of the American Management Association, New York, according to recent announcement by William J. Graham, president. He succeeds W. J. Donald, who resigned to become a partner of James O. McKinsey & Co., management engineers. Mr. Donald, however, will continue as vice-president of the association in charge of conferences and programs. The association sponsors the annual Packaging Exposition which next year will be held in New York, March 7 to 10.

### The "Perfumer" in Indian Museum

We have just received an inquiry for copies of our journal from The Lord Reay Industrial Museum in Poona, India. This interesting museum was founded in 1890. It consists, in addition to an exhibit of Indian industry, of a library and public information service on all subjects relating to industry, trade, agriculture, forest and the like. A reading room library containing a large number of reference books, maps, charts, etc., as well as technical publications from all parts of the world, is maintained, and it is consulted by industrial leaders in all branches in the vicinity.

### Wiseman on European Trip

Mr. and Mrs. Walter H. Wiseman sailed on the *Franconia* June 24 for a four months' vacation by auto in England, Belgium, Holland and France. Mr. Wiseman is assistant sales manager of the Anchor Cap & Closure Corp., Long Island City, and will naturally look around to learn what is doing on packages on the continent.

### Consolidated Products New Office

Consolidated Products Co., Inc., New York City, recently moved to attractive new offices on the twentieth floor of the same building in which they were located at 14-15 Park Row.

### Tenth Anniversary of Helfrich

It is ten years ago next month that Helfrich Laboratories, Chicago, was founded, and we are pleased indeed to extend our congratulations to its founder, J. H. Helfrich, and those who have been associated with him in this progressive and successful venture. As a background for the success of the company is the record of the founder's father, L. S. Helfrich, who was for many years connected with the drug and cosmetic industry and who made an enviable record and reputation.

Since its organization Helfrich Laboratories has made rapid progress. Two years after its organization in 1922, it moved into larger quarters, and the following year it again moved, adding more than 100 per cent to its available facilities. A third increase and change of address again doubled its capacity in 1928.

Expanding Eastern business caused a change in the company's method of handling this trade in 1930 when



J. H. HELFRICH



W. F. ZIMMERMAN

Helfrich Laboratories of New York, Inc., was organized to carry on both manufacturing and sales operations for the Eastern territory. This organization is under the direction of W. F. Zimmerman, treasurer and general manager, who had been with the Helfrich organization for four years prior to the formation of the New York company.

We trust that the next ten years will show even greater progress.

Mr. Zimmerman has returned from a month's business and pleasure trip to Chicago. His business activities he reported as giving considerable pleasure, but his efforts to break 80 on the links were harder than any business. While in the West he completed plans for extending the Eastern business in the Autumn and for improving the company's facilities for service to its numerous customers and extended his personal congratulations to Mr. Helfrich on the anniversary.

### Ungerer's St. Louis Branch to Move

Ungerer & Co., New York, will move its St. Louis headquarters, in charge of E. M. Tysdal, from 2026 Railway Exchange building to 5 South Taylor avenue, August 1. The new telephone number is Rosedale 3850. This move will combine the St. Louis office and stock, facilitating deliveries and service to customers in that city where the company enjoys a large and steadily expanding business.

## Giese Reports on European Conditions

Otto E. Giese, of August Giese & Son, New York City, accompanied by Mrs. Giese, returned June 17 on the *Mauretania* from a two months' business and pleasure trip abroad. Most of the time was spent in Germany, although the chief centers of interest in Czechoslovakia, England and France were also visited.

During the trip Mr. Giese conferred with numerous business leaders, and in Germany he had an especially good opportunity to observe conditions. In fact, he arrived in Berlin the day after an outbreak marked by bloodshed, and witnessed the ominous and constant police patrol in the city during his entire stay there. The future in Germany, he believes, depends very largely on the outcome of the Lausanne conference. If the powers do not get together and work out some practical solution, almost anything is possible, for the younger element largely influenced by Hitler is not under control, and in addition the nation is divided politically among 27 parties.

With the loss of her South American market, Germany looks to the United States as the chief market for her exports. And as a means to this end in Germany as in the other countries, they are talking about the reduction of tariff barriers. As to reparations, Mr. Giese said that any governing party that doesn't refuse to wipe out reparations is voted out of power. One reason for this feeling, Mr. Giese points out, is that the country is virtually unable to pay more reparations. Further, there is considerable misapprehension abroad and here as to the extent to which Germany has already paid up her debts and reparations.

Conditions in France, as compared with previous trips, were improved, with comparatively little unemployment. The reduction in prices, he reports, is quite general, and the country anticipates a good tourist business. Vacant stores and countless "to let" and "for sale" signs give mute evidence of the situation in England. There are, however, many indications of a wholesome trend. In Czechoslovakia, especially in Prague, business is good.

## Soap Company in Columbus

Production has been started in the new soap plant of the recently incorporated Almeco Soap Co., Columbus, Ohio. The plant and offices are located at 256 Glenwood avenue. J. W. Albright, president of the company, indicates that the bulk of the output at the start will be oil and liquid soaps.

## Rosenfeld Appoints Two Salesmen

Al. Rosenfeld, Inc., New York City, has advised us of the appointment of two new sales representatives, William Bonyun, who will represent the company in the Middle West, and Al. Dryer, who will cover Eastern territory.



OTTO E. GIESE

## Marriage of Leonard Katz

We have just received an announcement of the recent marriage of Leonard Katz, representative connected with the Pacific Coast office of Florasynth Laboratories, Inc., New York, to Miss Cecelia Klapow of San Francisco. The ceremony was performed in that city, and the young couple is now on a honeymoon trip to Lake Tahoe and northern California.

Mr. Katz is a son of Dr. Alexander Katz, secretary and treasurer of Florasynth Laboratories, Inc. Dr. Katz is well known throughout the industry as a chemist and perfumer. During the last few months he has been located in San Francisco assisting and advising the local representative, W. T. Markillie, in that city. During his stay on the coast Florasynth business in that section has expanded materially and improved service is accorded to its many customers in California and other Pacific coast states.

Leonard Katz is working from the San Francisco branch in a sales capacity, and has made many important contacts throughout that territory. His many friends there as in the East will join us in hearty congratulations and good wishes.

## Miss Edwards Sails on Vacation

Miss Lillian Edwards, daughter of Charles D. Edwards, president of Benjamin French, Inc., New York City, accompanied by Mr. Edward's sister, Miss Emma Edwards, sailed on the *Lancastria* July 2 for a two months' vacation trip abroad. Their itinerary includes Spain, Italy, Algiers, France, England and the Netherlands.

## Miss Jessica Ogilvie Sails

Miss Jessica Ogilvie, of Ogilvie Sisters, New York, recently sailed on the *Champlain* for a six weeks' business trip in England and France. She will spend several weeks at the Ogilvie salon in Paris and will visit foreign contacts of the house, returning about September 1.

## Dixie Deb Company Expands

The Dixie Deb Co., Atlanta, Ga., manufacturer of cosmetics, has leased space in the plant formerly occupied by the Manufacturers Can Co. in Harrison, N. J.

## Mann Business Bureau Officer

Ellery W. Mann, president of the Zonite Products Corp., New York, has been named secretary-treasurer of the National Better Business Bureau.

## Soap Factory for Topeka

A soap manufacturing plant has been established at Topeka, Kans., by Glen T. Murphy, and is manufacturing soap under the name "Murphy's Soap Powder."

## Huber Vice-President of Pro-phy-lac-tic

The Pro-phy-lac-tic Brush Co., Florence, Mass., has announced the election of Joseph F. Huber as vice-president in charge of sales.



### Fritzsche Officials on Vacation

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York City, is enjoying well earned relaxation during the summer months at his large estate in Becket, Mass., in the heart of the Berkshires. Ample opportunity is afforded for aquatic recreation on the lake which is part of the estate and for timber cruising in the dense forest on his 640 acre tract, both of which activities Mr. Watermeyer enjoys. Despite the attractions of his retreat, Mr. Watermeyer keeps in touch daily with all important developments of the business of his company.

Frederick H. Leonhardt, vice-president, sailed with his family July 16 on the *Mohawk* for Galveston, Texas, from which place he will proceed by motor through Texas to New Mexico where he will spend several weeks on a ranch located at an altitude of 8,000 feet. The motor trip from Galveston to the mountains promises to be an interesting part of the 1,100 mile journey. The return trip late in August will be made overland by automobile by way of the southern route.

### Verley Returns to France

Albert Verley, head of Etablissements Albert Verley, Ile St. Denis, France, returned home on the *Berengaria* July 6 after a visit of a month to the American market. Mr. Verley made his headquarters with Albert Verley, Inc., New York and Chicago, American representatives of his house, and conferred at the New York office with L. J. Zollinger, vice-president of that company. He also spent some time in Chicago and Mid-Western territory conferring with David A. Bennett, president of the American company and calling on the trade in that section. He was gratified with the showing made by the American company and optimistic regarding a speedy revival of business, in which, he feels, his line will share in increasing measure.

### E. V. Carlquist Author of Article

We note with pleasure an interesting article by E. V. Carlquist, of the advertising department of the Armstrong Cork Co., Lancaster, Pa., in the July issue of *Printers' Ink Monthly*. In the article, which is entitled, "Dependable Quality—Advertise That Differently," Mr. Carlquist tells how the Armstrong company saw the need for overcoming the hackneyed methods of expressing the character of its products in display advertising and evolved a new angle in business paper advertising. This was done by including in the advertising little china dolls dressed in pharmacists' jackets who carry on a brief conversation about some aspect of Armstrong's corks.

### Bush Representative Visits Headquarters

T. K. Roach, representative of W. J. Bush & Co., New York, in Cleveland and vicinity, spent several days in New York early in June conferring with officials of the company regarding sales policies and plans for future activities.

### Moves to United States

La Marie Beautifiers, formerly located in Hull, Canada, has recently moved to new quarters in Ogdensburg, N. Y.

### Wellenkamp Back from West

C. A. Wellenkamp, of the General Drug Co., New York, selling agents for the "Agfa" line of aromatic chemicals, has just completed a business trip through the entire Middle West, covering more than 2,200 miles by automobile and upwards of 1,700 miles by airplane. His tour covered the states of Minnesota, Wisconsin, Iowa, Illinois, Michigan and Indiana. He reports that he is much encouraged with prospects for business in that section, and that his own line of products seems to be making steady progress.

### du Pont Supports Acceptance Plan

In a circular just issued to the trade, Lamont du Pont, president of E. I. du Pont de Nemours & Co., Wilmington, Del., urges industry to take advantage of the use of trade acceptances in the payment of bills and the purchase of merchandise. In furtherance of



LAMMONT DU PONT

this plan, the company will in the future accept short-term acceptances for goods sold to responsible customers and will issue acceptances in payment for goods purchased. It will discount acceptances received and urge rediscount of acceptances through the Federal Reserve System.

In his letter Mr. du Pont indicates his belief that the use of acceptances will aid legitimate business to obtain needed credit, increase bank deposits, and expand Federal Reserve Banks' outstanding credit.

### van Ameringen Back from Trip

A. L. van Ameringen, president of van Ameringen-Haebler, Inc., New York City, manufacturers and importers of aromatic essentials, returned recently from a two weeks' business trip through the Middle West where he visited the company's Chicago office and contacted accounts in several states. He found business in the Middle West in much the same condition as that in the East—quiet and lax—although he did notice that Midwestern business men appeared to be more optimistic than their Eastern contemporaries and not so wont to use the current by-word, "depression." In discussing business conditions, Mr. van Ameringen said that it was his opinion that manufacturers today have concluded that in order to improve their business and conditions in general they must improve their products and give the consumer more value for his money. He said that people now demand 100 cents value for each dollar, and that manufacturers had finally awakened to this fact.

### Ungerer's Boston Office Moved

The Boston office of Ungerer & Co., New York, which has been in charge of George R. MacDonald for many years, has been moved from 79 Milk street to 1425 Statler office building. The new telephone number is Hubbard 2923.

### Cleanliness Institute Offers Awards

Members of a great variety of industries who are interested in raising the standards of employe and plant cleanliness for the sake of efficiency, health and better attendance records have been invited to participate in a plan of awards just announced by Cleanliness Institute, New York. Cash awards of \$25 each are being offered for details of the best plans of cleanliness education and training now in operation.

In introducing the plan, Nelson N. Marshman, director of industrial service of Cleanliness Institute, points out the relationship between employe morale and personal and environmental cleanliness. Efforts to raise the standards observed by employes in specific instances have resulted in profit to both employer and employes, he shows.

"Specifically," says Mr. Marshman, "we are interested in knowing what means are being used to impress employes with the desirability of personal cleanliness from every point of view, their own as well as their employers'. I am sure there are many valuable cleanliness programs in operation, and Cleanliness Institute would like to hear about them and publicize them.

"In order to obtain records of successful experiences along this line we are offering to purchase the best practical plans submitted to Cleanliness Institute prior to October 1, 1932. We will pay \$25 for each plan which we feel we can use in answering the many questions which come to us from various industries as to how to promote greater cleanliness among workers. Actual experiences are desired, even when the results are not of the kind that can be tabulated."

Literary form will play no part in determining the merit of submitted plans. The Institute wants the facts, simply told. Concrete examples of the sort of material it is looking for are enclosed with the announcements which are being sent to over 7,000 manufacturers of all kinds, including food industries, wholesale bakers, large department stores, public service corporations and also to leading hotels and restaurants.

### Phoenix Changes Corporate Title

Phoenix-Hermetic Co., Chicago, has advised us that its corporate name has been changed to Phoenix Metal Cap Co., Inc. The reason for this change was to indicate the exact product which the company manufactures and the field which it serves.

### Montgomery Vacationing in Jersey

J. H. Montgomery, assistant secretary of Fritzsche Brothers, Inc., New York, left July 9 with his family for Cranbury Lake, N. J., where he is enjoying his vacation at his cottage there.



NELSON N. MARSHMAN

### Agate Lacquer in New Field

Agate Lacquer Manufacturing Co., Long Island City, N. Y., which recently joined the Associated Manufacturers of Toilet Articles, is now specializing in the manufacture of a lacquer base for nail polish.

The company was established by Alexander N. Braun, president, and William W. Chace, treasurer, in June, 1927, to manufacture lacquers for metals, including those for reproduction of cloisonne and hard enamel finishes. The business succeeded on merit, and within 14 months the company erected its own building at 11-13 Forty-third road, Long Island City. The officers mentioned above had been engaged in the lacquer business for many years prior to the establishment of this company, having spent considerable time in research.

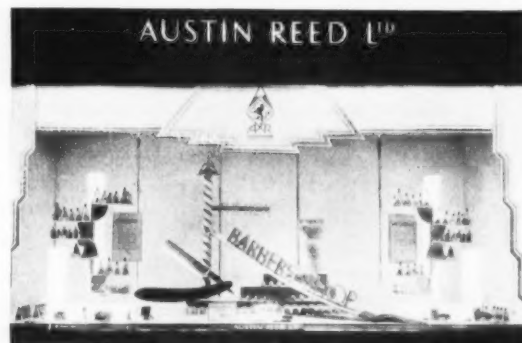
### Bergamot Prize Awards Announced

The committee headed by Prof. Guido Rovesti, which had charge of the prize contests for suggestions for new uses of bergamot oil, has just reported that the prize for a perfume in which the bergamot note predominated was shared among five entrants. We are pleased to advise our readers that Jean Goby, of Tombarel Frères, Grasse, was one of the successful contestants.

The prize for a scientific paper on the medicinal qualities of bergamot oil was won by R. M. Gattefossé, of Lyons, France. In his paper Mr. Gattefossé pointed out not only the familiar uses of bergamot oil as a mild antiseptic, but suggested numerous other uses, both external and internal, as a medicinal.

### British Drive on Men's Products

The sale of perfume and cosmetics is being pushed energetically in Great Britain, and some very striking methods have been developed recently to advance this idea which is entirely new there. One which might well be copied by manufacturers and dealers on this



side is the sale of these preparations through the barber shops, and most attractive window displays and other publicity means have been developed to assist in such sales. Illustrated is one barber shop display in London which attracted considerable attention, and resulted in the sale of large quantities of merchandise.

## News of Chicago

### Golfers Hold Excellent Tournament

**T**HE Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association joint Golf Auxiliary played a second tournament at the Kildeer Country Club on June 23 with an attendance of about 40 members and guests. Inasmuch as the monthly business meetings of both associations have been suspended during the summer months, these tournaments serve the double purpose of affording the opportunity of the members holding their monthly pow wows and friendly get-together meetings and also to try to settle that everlasting question of the golf championship of Chicago. The members enjoy a luncheon before they display their ability on the course, and after the scores are adjusted and everyone partakes of the splendid dinner, the prizes are distributed, amid the usual offerings of alibis. The prize winners at the tournament were:

#### CLASS A

E. F. Smith, American Aniline Products, Inc.,—81-10-71.

Wm. Loewenstein, Bauer & Black,—87-14-73.

Dudley F. Lum, Givaudan-Delawanna, Inc.,—90-15-75.

#### CLASS B

C. A. Hammond, F. N. Burt Co., Ltd.,—97-24-73.

J. W. Brooks, Bristol-Myers Co.,—93-19-74.

A. J. Andersen, Richard M. Krause, Inc.,—100-24-76.

#### CLASS C

Wm. H. Schutte, P. R. Dreyer, Inc.,—115-30-85.

C. A. Seguin, Acme Powder Puff Co.,—119-32-87.

A. F. Hill, Johnson & Johnson,—135-32-103.

The third tournament was played on the links of the Euclid Hills Country Club July 14 and resulted in the following scores:

#### CLASS A

A. C. Drury, A. C. Drury & Co., 77-7-70.

W. H. Jelly, Walter H. Jelly & Co., 83-13-70.

J. Wilhelm, Geo. Lueders & Co., 82-9-73.

H. Larsen, Hazel Atlas Glass Co., 82-9-73.

#### CLASS B

Wm. O'Neil, Emerson Drug Co., 95-22-73.

H. Elwell, Pennsylvania Oil Co., 96-23-73.

R. Brown, George Silver Import Co., 101-25-76.

#### CLASS C

F. Robinson, Monsanto Chemical Works, 115-37-78.

J. DeLorme, Riviera Products Co., 132-50-82.

A. B. Hill, Johnson & Johnson, 123-30-93.

#### GUESTS

C. Nelson, Kraft Phenix Cheese Co., 94-25-69.

J. Beach, Seeley Mfg. Co., 113-42-71.

Plans for the August tournament are now being made. It will be played at the Itasca Country Club. The final tournament will be held in September at the Olympia Country Club, but the exact dates of these two meetings have not yet been announced.

& Essential Oil Review

### Beach Wins Golf Prize

John Beach, of Seeley & Co., New York, was a recent Chicago visitor, and while there enjoyed playing golf with members of the Chicago Perfumery, Soap and Extract Association in their tournament, and incidentally carried away a prize. Mr. Beach brought along his motion picture camera and took a number of pictures. We hope to present some of these next month.

### Dr. Baer Visits Chicago

Dr. Samuel H. Baer, of the Blanke-Baer Extract Co., St. Louis, was a recent visitor around the Chicago trade. Dr. Baer attended the political conventions, and after the smoke of battle finally cleared away, he found time to renew his acquaintanceship with the firm's many customers in Chicago.

### Vance on Vacation

M. B. Vance, connected with Givaudan-Delawanna, Inc., is enjoying a well-earned vacation in the northern woods of Wisconsin. Knowing his reputation as a fisherman, it is needless to mention that the fish will suffer badly during his sojourn.

### Lum in New Home

Dudley L. Lum, of Givaudan-Delawanna, Inc., has moved his residence to 419 Greenwood Place, Evanston, Ill. Housewarming invitations will be issued soon.

### Superior Officials on Vacation

Charles, Henry and Morris Shapiro, of the Superior Perfume Co., are spending their vacation at Excelsior Springs.

### Ralph G. Boalt in Chicago

Ralph G. Boalt, secretary of J. R. Watkins Co., Winona, Minn., was a Chicago visitor for the political conventions.

### Rolleston with General Candy

R. N. Rolleston, formerly assistant purchasing agent for the E. J. Brach Candy Co., is now connected with the General Candy Co. as purchasing agent.

### Rummelhoff Brach Purchasing Agent

C. O. Rummelhoff has been appointed general purchasing director for the E. J. Brach Candy Co., for which he has been purchasing agent for a number of years.

### Day Now With Ungerer

David A. Day, has joined Chicago sales office of Ungerer & Co., New York, as assistant to Harry J. Ahles. He will specialize in handling the perfumery and cosmetic customers of the company in that section. Mr. Day is particularly well adapted for the work as he has been engaged in a similar capacity for the past ten years in Chicago, where he is very well known to the consuming trade. His addition to the Ungerer sales force was brought about by the firm's increasing business on perfumery and cosmetic raw materials in the Middle West.

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## In Memoriam for Departed Friends

BERNINGHAUS, EUGENE, president of the Eugene Berninghaus Co., barber supplies dealers, Cincinnati, July, 1924.

BOOTH, CLARENCE F., perfumer for Larkin Co Inc., Buffalo, July, 1929.

BUSH, ALFRED JOHN, eldest son of A. W. Bush, of W. J. Bush & Co., Ltd., London, killed in action while serving as Second Lieutenant, Ypres, July, 1917.

CALISHER, NATHAN, of Oakley & Co., perfumers, New York, July, 1916.

CARMAN, T. WALTER, president, Baker Extract Co., Springfield, Mass., July, 1929.

DICKINSON, EDWARD E., president of E. E. Dickinson Co., Essex, Conn., July, 1930.

DUNN, THOMAS B., perfumes, Rochester, N. Y., July, 1924.

GASKILL, G. M., Gaskill Chemical Corporation, Brooklyn, N. Y., first life member of THE AMERICAN PERFUMER'S clientele, Brooklyn, July, 1919.

GATTEFOSSÉ, ABEL, commercial director of Gattefossé & Fils, Lyons, France, killed in action July, 1916.

GIVAUDAN, MME. LEON, wife of head of L. Givaudan & Cie., Paris, July, 1929.

GRAHAM, EUGENE A., American Soap & Washoline Co., Cohoes, N. Y., July, 1931.

HACKENBERGER, GEORGE W., president of Henry C. Miner, Inc., Brooklyn, N. Y., July, 1930.

JENNINGS, WILLIAM H., for 50 years with the Jennings Mfg. Co., perfumers, Grand Rapids, Mich., July, 1922.

KOKEN, CHARLES E., barbers' supply merchant, St. Louis, Mo., July, 1915.

LIMBERT, J. N., president of J. N. Limbert & Co., importers of vanilla beans, Philadelphia, July, 1922.

NEIDLINGER, GEORGE H., president Peerless Tube Co., Bloomfield, N. J., July, 1931.

PRICE, DR. VINCENT C., founder Price Flavoring Extract Co., Chicago, July, 1914.

### Dr. George K. Burgess

Dr. George K. Burgess, director of the Bureau of Standards, Department of Commerce, Washington, died July 2 shortly after being stricken with a cerebral hemorrhage in his office. He was 57 years old. Born in Newton, Mass., Dr. Burgess was educated in Massachusetts Institute of Technology, and later studied advanced physics at the University of Paris for several years. He became associated with the Bureau of Standards as assistant physicist in 1903, and rose steadily until 1923 when he became director. He represented the United States in many international scientific gatherings, and was a member of a number of scientific organizations.

### George H. Clark

George H. Clark, 59, district manager of the White King Soap Co., Los Angeles, died in Salt Lake City, June 15. He was born in Hoboken, N. J., in 1872, and became Salt Lake City manager for the Los Angeles company eleven years ago. He was a member of the Kiwanis Club, the Fort Douglas Golf Club and other organizations.

## New Raw Materials

**T**HIS department lists and briefly describes new raw materials placed upon the market by our advertisers. The statements made regarding these products are those of the seller and are not to be regarded as endorsements. Advertisers are invited to send small samples and descriptive matter of products for use in this section.

### Clifton Chemical Co., New York City—"Velvetone."

"We have developed a new shampoo paste which is being marketed under the name of 'Velvetone.' This is made of a mixture of vegetable oils only, and is especially suitable for the beauty supply trade. It is the only shampoo paste sold in trade mark cans of 5, 10 and 25 pound capacities."

## Circulars, Price Lists, Etc.

**S**TATEMENTS regarding products, processes, etc., which appear under this heading are those of the manufacturers of the products or equipment described and should not be construed as an endorsement.

### American Manufacturers of Toilet Articles.—

*Proceedings of 38th Annual Meeting.*—The American Manufacturers of Toilet Articles (now the Associated Manufacturers of Toilet Articles) have just published in an attractively-printed, well-planned booklet the complete record of their thirty-eighth annual convention, which was held at the Ambassador hotel, New York, April 26, 27 and 28, 1932. In addition to the minutes of the meeting, the book contains photographs of the officers and executive board members of the organization and a list of members and associate members who attended the convention. Members of the industry should find it a useful reference work.

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**W. J. Bush & Co., Inc., New York.**—*Report on Otto of Rose.*—"We have received advices by cable from our London house stating that the Banque Agricole Bulgare, which bank guarantees the Union Generale des Cooperatives Bulgare brand Otto, advises that the present harvest has been a good one, but that the actual yield of rose oil is lower than last year. We are advised, however, that the oil produced this season is superior in quality to that of last year. The total oil production from the present crop amounts to only 1500 kilos, of which 80 per cent, or 1200 kilos, has been produced in the distilleries of the Union Cooperatives Bulgares."

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**Scovill Manufacturing Co., Waterbury, Conn.**—*The Scovill Standard.*—The May-June issue of this publication contains a wealth of material prepared by some of the leading figures in the industrial world. The leading article, written by Guy Bartlett, of the General Electric Co., tells of the contributions to electricity made by three men associated with that company for which they were signally honored by national scientific institutions. Following, R. W. Belfit, of the chemistry and test department of the Scovill company, discusses the importance of lubrication in industry in an article entitled, "Lubricating the Wheels of Industry."



**United States Industrial Alcohol Co., New York—Solvent News.**—In the July issue of this newsy little house organ the new double head drum which recently has been developed by the company is described. The new device enables the consumer of solvents and other wet chemicals to get technical information and mixing instructions at the time the shipping drum arrives and is opened, for such instructions are enclosed between an outer protective head and the bung-head. The head is attractively lithographed and may be removed quickly with a screwdriver. It also serves as a dealer sign and price blackboard.

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**Dodge & Olcott Co., New York City.—Price List A, July-August.**—This is the company's regular reference and price list of essential oils, essences, oleo resins, synthetic aromatic chemicals and specialties for the drug, food, confectionery, perfumery and soapmaking industries.

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**Neumann-Buslee & Wolfe, Inc., Chicago.—Price List.**—This is the company's July price list for essential oils, aromatic chemicals and specialties for the perfume, soap and extract industries.

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**Synfleur Scientific Laboratories, Inc., Monticello, N. Y.—"Modern Aromatic Chemicals,"** by Alois von Isakovics.—The booklet, a brief notice of which appeared in our May issue, is now available for distribution by the company. It contains the excellent chapter on aromatic materials prepared by the late Dr. A. von Isakovics and revised by his son Alois von Isakovics. The historical and descriptive sections of the chapter are retained in substantially the original form, but the technical parts have been carefully re-edited and brought down to date, with the result that the book now summarizes in very brief style, modern knowledge of synthetic perfume materials. Such new materials as amyl cinnamic aldehyde, higher aldehydes and alcohols of great value to the perfumer are the subject of brief descriptive paragraphs, not included in former work.

Bound with the text is a complete list of Synfleur products, including a large number of specialties for the perfume, soap and flavoring extract trades as well as other industries. These are well arranged with prices and code words for convenient telegraph and cable ordering.



**Giles Can Co., Chicago, Ill.—The Candle.**—The July issue of this house organ contains some interesting articles on packaging and present-day conditions.

\* \* \* \*

**Sherwood Refining Co., Warren, Pa.—New Package for Petrolatum.**—This company has just developed a new container for sales of its "Pureline" petrolatum in pound cans.



The new package is in two shades of green with a set-in top which seals it tightly. The lettering is clear and distinct, and the entire package artistically designed and well executed. The most prominent feature is the company's trade mark, "Pureline," below which is the name of the product and a few words of descriptive matter, and at

the bottom the company name and addresses of its home and branch offices and the legend, "Made in U.S.A."

\* \* \* \*

**Armstrong Cork & Insulation Co., Lancaster, Pa.—Modern Closures for Modern Packages.**—The June issue of this booklet is presented in the usual attractive style with illustrations of various packages equipped with Armstrong closures. Several brief articles offer constructive advice to packagers in regard to colors and shapes of closures.

\* \* \* \*

**Dorothy Gray, New York City.—Fifth Avenues.**—The July edition of this house organ is newsier than ever. It contains an illuminating article on "Summer Selling Simplified," designed to help shops increase sales during the summer months; an illustrated story of the Dorothy Gray salons abroad; news of the Dorothy Gray clubs and training schools, and, of course, the spicy column, "Across the Counter." It also makes note of the fact that the company has decided to absorb the entire cosmetics tax.

\* \* \* \*

**Fritzsche Brothers, Inc., New York City.—Wholesale Price List, July.**—This is the regular monthly statement of the wholesale prices of essential oils, aromatic chemical preparations, flavors and specialties handled by the company.

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**Commercial Solvents Corp., New York City.—Folder.**—The company recently issued an attractive folder illustrated in color which describes the merits of its product, "Butanol," as a lacquer ingredient.

\* \* \* \*

**Cleanliness Institute, New York City.—The Cleanliness Journal.**—The June issue of this valuable publication discusses cleanliness teaching in schools and business organizations, and points out the importance of personal hygiene.

**General Plastics, Inc., North Tonawanda, N. Y.—***Closure News.*—This well-written and attractively illustrated folder of four pages describes a number of packages which are equipped with the company's product, "Durez." On the last page appears the first of a business-biography series about well-known package and product designers, Industrial Design, Inc., New York, being featured.

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**American Beauty Nail Polish Co., Inc., New York.**—*Circular on new package.*—"Since placing the new half ounce round bottle, equipped with 'Bakelite' cap, with a brush attached for liquid nail polish, we find that same has taken hold wonderfully well with the cosmetic manufacturing trade and is growing greater in demand daily.

"The greatest problem to overcome was to obtain the proper product to use that would successfully hold the brush to the 'Bakelite' cap after it was inserted in the bottle with the nail polish, without deteriorating the polish, and after considerable experiments with known products, unsuccessfully, we were fortunate in securing one of our own manufacture."

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**Phoenix Metal Seal Co., Chicago, Ill.—***The Flame.*—The July issue of this interesting publication has a very attractive Fourth of July cover and contains some outstanding photographs of food and cosmetic packages. It also contains some very instructive articles about packing as well as a very amusing golf story.

## New Incorporations

**Cosmetic Co., Inc., Boston, \$1,000.** Incorporators: John P. Carr, Winchester, Mass.; Mabel C. Douglas, Arlington, Mass., and Edith A. Dugan, Canton, Mass.

**G. T. Young Co., Wilmington, Del.,** pomades, cosmetics, and barber supplies, \$100,000.

**Green Gold Cosmetic Co., Wilmington, Del.,** \$100,000.

**Roma Soap Co., Inc., Hoboken, N. J.,** 1,000 shares common stock.

**Bree Cosmetics, Inc.,** 21 South Wabash avenue, Chicago, manufacture and deal in beauty parlor and barber supplies, \$2,000. Incorporators: H. Vlach, Mae Deens and Joseph Hacok.

**Nuve Products Co.,** 512 Fifth avenue, New York, cosmetics, \$1,000.

**Justrite Flavors, Rochester, N. Y.,** extracts, \$20,000.

**Interstate Sales Co., Newark, N. J.,** drugs, soaps, \$125,000.

**Almeo Soap Co., Columbus, O.,** 250 shares no par stock.

**Puritan Laboratories, Inc.,** 2538 Fourteenth avenue, Detroit, Mich., toilet articles and vending devices, \$12,500 and 300 shares no par value stock.

**Cal-An Laboratories, Inc.,** 9117 Commercial avenue, Springfield, Ill., cosmetics and drugs, \$1,000. Incorporators: James P., Helen F., and Loretta W. Milligan.

**Nelson Formulae Co.,** 1065 Nelson avenue, The Bronx, N. Y., perfumes, \$20,000.

**4 CCCC, New York City,** hair tonics, \$20,000. M. Freiser, 401 Broadway, New York City.

**Shep Sales Corp., New York City,** cosmetics, \$20,000. Attorneys Albany Service Co., 315 Broadway, New York City.

**Andre L. Richard Co.,** cosmetics, \$50,000. Sherry & Green, 66 Court street, Brooklyn.

**Zaudora Preparations,** 115 West Forty-seven street, New York City, toilet preparations, \$20,000.

**De Serie & Reid,** perfumes, 10 shares common stock. Levy & Golotta, 225 Broadway, New York City.

**Vadeco Distributors,** 51-02 Twenty-first street, Long Island City, N. Y., cosmetics, \$100,000.

**Nobirca Beauty Preparations,** cosmetics, 100 shares common stock. Hardin, Hess & Eder, 74 Trinity place, New York City.

**Egyptian Cosmetics Corp.,** 55 West Forty-second street, New York City, \$10,000.

**Zanadu Manufacturing Corp.,** 71 Fifth avenue, New York City, cosmetics, 200 shares common stock.

**Charles of the Ritz Distributors Corp.,** New York City, toilet articles, \$50,000. Olvany, Eisner & Donnelly, 292 Madison avenue, New York City.

**Amami Distributors,** 1457 Broadway, New York City, cosmetics, \$30,000.

**Ey-Line Distributing Corp.,** 425 Fifth avenue, New York City, cosmetics, \$1,000.

## Business Troubles

**Louis H. Karp Drug & Sundries, Inc.,** 858 Southern boulevard, The Bronx, N. Y., wholesale dealer in drugs and sundries, has assigned to Chauncey H. Levy, 2 Lafayette street, New York.

**Bakst Brothers,** 19 Greene street, New York, druggists. Liabilities, \$174,834; assets, \$78,990, main items being accounts, \$47,412; stock, \$25,000. Principal creditors listed are B. Lindner & Brother, Inc., \$28,000, secured; Chatham Phenix National Bank and Trust Co., \$22,716; Underwriters' Trust Co., \$27,983; Globe National Bank & Trust Co., \$38,379.

**Media Drug Co.,** Philadelphia, operating a chain of 18 drug stores. Liabilities, \$200,000; assets, \$575,000. Clarence L. Marks and George T. Butler have been appointed receivers.

**Dandrfall Corp. of New York,** 496 East 187th street, New York, drug sundries. Liabilities, \$25,610; assets, \$40,710, main items being stock, \$15,000, and fixtures, \$10,000.

**Legnam Corp.,** formerly known as Mangel's, 1115 Broadway, New York, operating a chain of more than 130 stores in 38 states.

**Frank A. Thompson,** individually and doing business as Thompson Product Co., 1918 Hopkins avenue, Norwood, O., cosmetics manufacturer and dealer. Liabilities, \$757.41; assets, \$447, of which \$331 represent the value of his stock in trade.

**Isidore Maggin,** 836 Lafayette avenue, Brooklyn, jobber, confectioner and soap manufacturer. Liabilities, \$7,513.93; assets, \$200.

**Lillibridge-Weeks-Thurlo w Co., Inc.,** 65 Barclay street, New York, drug sundries. Liabilities, \$22,877; assets, \$10,218.

**Saul M. Greif,** 1034 Westchester avenue, The Bronx, N. Y., perfumes and cosmetics, has assigned to Victor Rosenbaum, 1802 Ocean Parkway, Brooklyn.

**Standard Metal Box Corp.,** 950 Grand street, Brooklyn, manufacturing panel boxes, by Atlantic Steel & Pipe Corp. for \$193.16; Robert Faderlein, \$45.18, and Moses Dorn, \$8,063.09.

# Canadian News and Notes

## Montreal

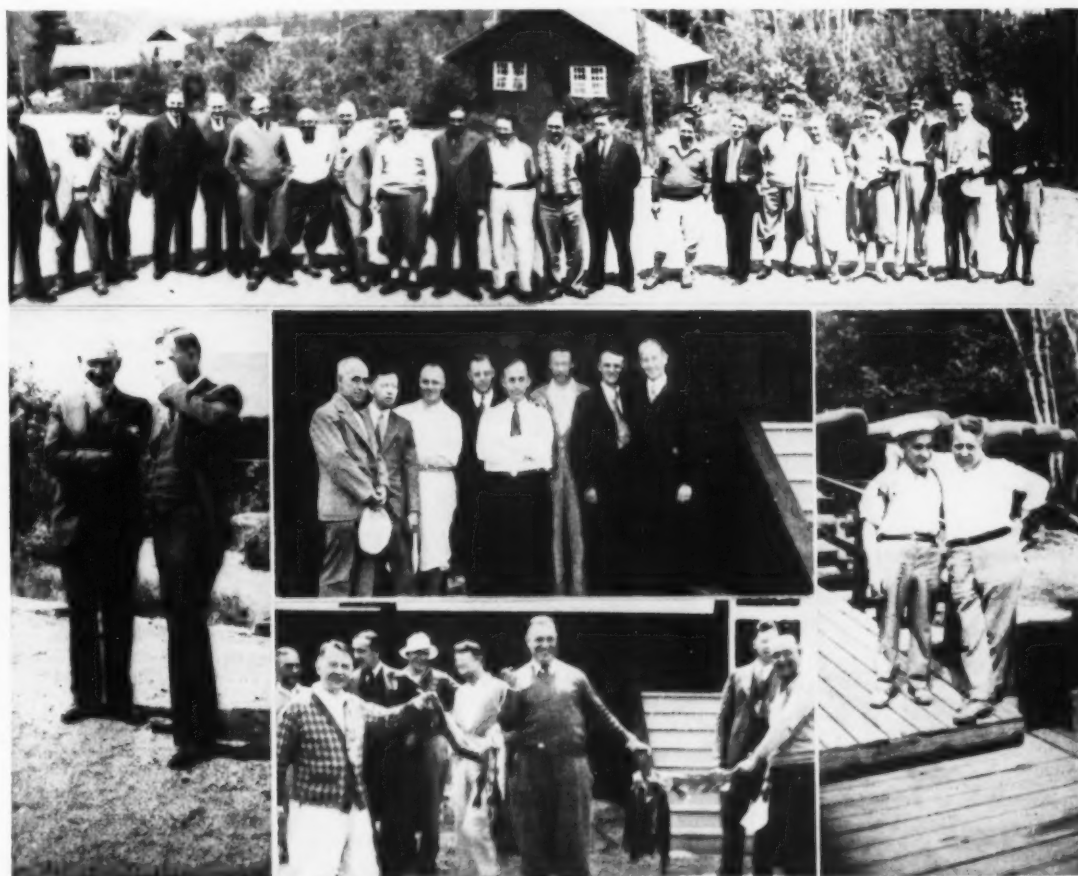
THE following is the new slate of officers named at the annual meeting of the Pharmaceutical Association of the Province of Quebec: President, Henri Grouix; first vice-president, J. A. Marquis; second vice-president, J. W. Elcome; treasurer, Rodrigue Dagenais. The following were named to serve on the council; A. F. Larose, Paul Leduc, G. A. Lapointe, E. G. Allard, O. J. Lefebvre, George Maillet, E. Martin and Omer Frigon. Henry Grouix and A. F. Larose were selected as delegates to represent the provincial association at the convention of the Canadian Pharmaceutical Association, to be held in Toronto in August.

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To fill the vacancies caused by death on the Ontario College of Pharmacy Council Board the following have been named: A. M. Reid, Kapuskasing, supplanting A. C. Rorabeck, North Bay; P. E. F. Smiley, Toronto, as solicitor, supplanting F. S. Mearns. H. S. Tapscott, Brantford, takes T. E. McLellan's place in District No. 9, Mr. McLellan having taken Mr. Robert's place as registrar-treasurer.

## Toronto

WE are able to present this month some pictures taken at the annual convention of the Association of Licensed Manufacturing Perfumers of Canada at French River Camp in June. They show that the perfumers and their guests certainly enjoyed themselves in addition to transacting some very worthwhile business. In the group of photographs at the top from left to right are Messrs. McLarty, Mooney, Marceau, Haugland, Blattmann, Strathdee, Linton, Paterson, McDermott, Rose, Reid, a guest, Davis, Bellefontaine, a guest, Farrell, Speck, Bain, O'Hagan and a guest. At the left Mr. Ringel and Mr. Haugland enjoy a joke. The center photograph is a group of the new officers and executive board members, Messrs. McLarty, Marceau, Linton, Haugland, Mooney, Rose, Bellefontaine and president Kennedy. At the right Messrs. McLarty and Davis about to go fishing. Below Louis Blattmann (since deceased) holding up his catch for the admiration of (left to right) Messrs. Farrell, Kaestner, McDermott, Reid, Rose, Marceau and Paterson.



The perfumers' association plans in the future to hold regular monthly luncheon meetings, the first of which will be held during August on a date to be determined. The speaker will be M. Catto, of Soap & Perfumes, Ltd., who will discuss his observations on a recent European trip during which he visited a number of British and Continental perfume and soap plants.

\* \* \* \*

The Proprietary Association of Canada (manufacturing the wholesale druggists) held a meeting in the Royal York hotel last month and went on record as in sympathy with the efforts of the retail druggists to establish minimum prices and a workable price maintenance policy. Leo. G. Ryan, president of Mallinckrodt Chemical Works, Montreal, was elected to the presidency of the association for 1932-33; H. Lawrence Davis, of Davis & Lawrence, Montreal, vice-president; and Geo. S. Boon, Montreal, secretary-treasurer. Honorary presidents named were Hon. Henry H. Miles, M.L.C., president of the Leeming-Miles Co., Montreal, (since deceased); and W. J. Fraser, vice-president of Northrup-Lyman Co., Toronto. The Board of Control is made up of Gilbert Templeton, Templeton's, Ltd., Toronto, chairman; F. Jackson Andrews, Emerson Drug Co., Toronto; I. Dean, Pharmacal and Pro-phy-lac-tic Brush Companies, Toronto; Henry L. Schade, Sterling Products, Ltd., Windsor; Colin A. Campbell, Henry K. Wampole Co., Perth; and Geo. H. Brooke, C. E. Fulford Co., Toronto.

\* \* \* \*

Hamilton and District Druggists' Association held a golf tournament on June 6.

\* \* \* \*

All committees are reporting progress in anticipation of the Canadian-American Druggists' Convention in Toronto, August 22 to 27.

\* \* \* \*

Lever Brothers, Ltd., Toronto, has launched its fifth annual window display contest for "Lux" toilet soap. There are nearly 1,200 prizes, the total amount of which comes to \$10,000. The contest is open to all dealers in Canada handling "Lux" soap.

\* \* \* \*

The New Brunswick Pharmaceutical Society met in annual session at the Admiral Beatty hotel, St. John, during the past month, with an estimated attendance of 150.

\* \* \* \*

The F. W. Fitch Co., Toronto, is putting out its "Mentho-Pep" in a unique bottle, one side of which is a regular razor-blade sharpener.

\* \* \* \*

A change in executives has been announced by the Bluenose Beverage Co., Halifax, N. S., manufacturer of fruit syrups and juices and flavorings. L. D. MacKenzie has been named president, A. R. Read, vice-president, and S. C. Walters, secretary-treasurer. W. J. Roue, for many years president of the company, will remain associated with it as consultant, and his son, James F. Roue, will continue as chemist in charge of plant operations. The three new officials all were formerly engaged in the banking and stock brokerage business in Halifax.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

### PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARK REGISTRATIONS

"Sundale Brand." Extracts and cosmetics. Piggly Wiggly (Canadian), Ltd., Vancouver, B. C.

"Luv." Toilet articles, preparations for teeth and hair, perfumed soap and perfumery. Claribel Aida Plowright, 7 Bedford avenue, Whalley Range, Manchester, England.

"Golden Fleece." Lanolin for toilet preparations. Woll-Wascherei und Kammerei in Döhren bei Hannover. Döhren near Hannover, Prussia, Germany, and doing business at am Lindenhof 32, Döhren bei Hannover.

"Pyrolloid." Perfume droppers, puff boxes, vanity boxes, etc. Wilcox Canadian, Ltd., Toronto, Ont.

"Silvaray." Cosmetics. B. Koonish & Brother, Inc., New York, N. Y.

"Idico." Liquid soap. Idico Corp., New York, N. Y.

"Croxon." Depilatories. Croxon, Inc., New York, N. Y.

"Mi Dream," together with the representation of a nymph with arms raised and flowing hair on a background comprising a three-leaved flower. Campbell-Adams, Ltd., Toronto, Ont.

"Victorine." Ammonia soft soaps and liquid soaps. Campbell Camilus Snowdon, Calgary, Alberta.

"La Jerome." Waving lotion and tonic for the hair. La Jerome Laboratories, Inc., Chicago, Ill.

"Stag." Toilet articles, perfumes and shaving requisites. United Drug Co., Ltd., Toronto, Ont.

Sparks flew at the annual convention last month of the British Columbia Pharmaceutical Association, held in Vancouver. A motion to withdraw from the Canadian Pharmaceutical Association was defeated only because there had not been the customary month's notice of motion given. The formation of a Western Retail Druggists' Association is mooted, and there were delegates present from the Alberta Association. A special meeting will be called to consider the matter.

\* \* \* \*

The managers of the Liggett drug stores in Ontario and Quebec met in convention at the Royal York hotel, Toronto, June 20 and 21. The conference ended with a "crow banquet," when 18 managers, losers in the recent sales contest, were forced to eat "crow," while chicken was served to the winners.

\* \* \* \*

Toronto Druggists' Golf Association holds its annual tourney at Cedarbrook on July 19. The Pro-phy-lac-tic Brush Companies are offering as a prize a set of matched clubs. There are also a number of cups open for competition from the Frosst, Richards, Alger, Pin-aud, Neilson, Willard and National Drug companies.



# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

285,901.—Gaston Taieb, Philadelphia. (Dec. 1, 1928.)—Toilet preparations.

293,433.—Abraham H. Kaitz, doing business as American Proprietaries, Philadelphia. (Aug., 1922.)—Preparations for the treatment of the scalp and hair.

293,587.—Joe Lowe Corp., Brooklyn, N. Y. (Jan. 1, 1919.)—Essences, extracts and essential oils for flavoring purposes.

297,297.—Morris Cohn, doing business as Crystal Chemical Co., Belleville, N. J. (Feb. 5, 1930.)—Soap.

302,469.—N. S. Meyer, Inc., New York City. (June 1928.)—Metal polish.

311,633.—West Disinfecting Co., Long Island City, N. Y. (July 15, 1899.)—Soap in solid, powdered, liquid and paste form.

## TRADE MARKS

<i>Gaston de Paris</i> 285,901	<b>MADÉLINE</b>  293,433	 293,587	<b>MIAMI</b> M 295,096	<b>UFA</b> M 295,685	<b>AVOCADO</b> M 295,255	<b>MAISON</b> HEALTH SOAP M 295,237
<b>KARKLEAN</b> M 295,107	 299,299	<b>LIQUID</b> <b>ROUGE</b>  303,469	<i>Bathaway</i> 311,829	<i>Allola</i> 315,989	<b>STERISOL</b> 319,489	<b>CN</b> 311,633
"YOU CAN FASHION THE QUALITY" M 295,340	 323,049	<i>Happy Room</i> 323,493	<i>Fruit-Sno</i> 318,992	<b>AD-EZ</b> 319,084	<b>WECOLINE</b> 319,793	<b>BARNED'S</b> 323,675
 322,345	 325,140	 325,703	 324,246	<b>MATTAGROSSO</b> 324,824	 325,110	 325,040
<b>STYD-QUIK</b> 325,686	 326,296	<b>CHANDU</b>  WORKS LIKE MAGIC 325,815	 324,558	<b>UNION</b> 324,558	 326,194	<i>Barbara Lee</i> 326,673
<b>Borolestone</b> 325,958	<b>CRINKLE</b> 326,293	<b>WA-CHE-CO</b> 326,191	 327,272	<b>MARSO</b> 326,755	<b>GREEN RIBBON</b> 326,195	 326,649
<i>Pylora</i> 326,657	<b>NOMAR</b> 327,206	<b>HY-PRO-DENT</b> 326,719	<b>PRO-TEK</b> 326,723	 326,758	 326,408	<b>WANG</b> 326,577
<b>HARESTOL</b> 326,901	 326,944	<b>GRAGO</b> 326,981	<i>Maison Jeculle</i> 326,945	 327,489	 326,670	
<i>Lady Godiva</i> 327,475	<b>HEGX</b> 326,980	<b>DERMURE</b> 326,915	<b>SILVER QUEEN</b> 327,489			

311,828.—Dr. Pierre Chemical Co., doing business as Spaz Mineral Co., Chicago. (Mar. 1, 1926.) Reducing bath salts.

313,989.—Allola Co., Rochester, Pa. (Oct. 1, 1930.)—Cold, vanishing and make-up creams.

314,489.—Diversey Manufacturing Co., Chicago. (Jan. 17, 1931.)—Cleansing powder having disinfectant properties.

318,549.—Creco Co., Inc., Long Island City, N. Y. (Aug., 1927.)—Floor scrubbing soap.

318,992.—S. J. Lahman, doing business as Fruit-Sno Co., Oklahoma City, Okla. (Sept. 1, 1931.)—Flavoring extracts.

319,054.—The Ad-Ez Co., Cleveland, Ohio. (Aug. 1, 1931.)—Skin lubricating preparation for addition to shaving lather on the face.

319,793.—Wecoline Products, Inc., New York. (Jan. 2, 1931.)—Fatty acids from tallow, fish oil, whale oil, and fatty acids from vegetable oils.

322,265.—Odorono Co., Inc., New York. (Aug., 1931.)—Deodorants and preparations for preventing excessive perspiration.

322,678.—Barned Products Co., New Brunswick, N. J. (1885.)—Vanilla extract for food flavoring.

323,049.—Hudson Manufacturing Co., Chicago. (Apr., 1929.)—Food flavoring extracts.

323,493.—Happy Dream Beauty Preparations Co., New York. (Nov. 7, 1931.)—Toilet preparations.

324,296.—Odorono Co., Inc., New York. (Nov. 20, 1931.)—Deodorant and perspiration corrective.

324,824.—S. Willard Isaacs, doing business as Matta Grosso Turtle Oil Products Co., Los Angeles, Calif. (Nov., 1931.)—Cosmetic consisting of turtle oil used for face massaging.

324,858.—Union Oil Co. of California, Los Angeles, Calif. (Sept., 1924.)—Oils used as oil base for making cold creams, nourishing creams, shaving creams, hair oils, etc.

325,040.—La Jerome Laboratories, Inc., Chicago. (Nov. 1, 1930.)—Waving lotion and tonic for hair.

325,110.—Papier Poudré, Ltd., London, England. (Oct. 13, 1931.)—Nail polish.

325,140.—James A. Gilmore, Spokane, Wash. (Jan. 15, 1932.)—Hair treating compound in form of a solution, lotion, paste or cream for use as hair wash or shampoo.

325,465.—Harold H. Fries, doing business as Fries Brothers, New York City. (Mar. 11, 1932.)—Emulsifying agent.

325,521.—Godissart's Parfum Classique Francais, Inc., Ltd., Wilmington, Del., and Los Angeles, Calif. (June 2, 1927.)—Perfume.

325,686.—Haba Laboratories, Savanna, Ill. (Mar. 19, 1932.)—Liquid styptic to be used to stop the flow of blood from shaving cuts.

325,703.—George W. Beeman, Detroit, Mich. (Mar. 23, 1931.)—Face creams, face powders, and hand, face and skin lotions.

325,875.—Los Angeles Soap Co., Los Angeles, Calif. (Feb. 16, 1932.)—Toilet soap.

325,958.—Peoples Drug Stores, Inc., Washington, D. C. (Oct. 9, 1931.)—Antiseptic and astringent for use as mouthwash and gargle, after shaving and as a rub for the scalp.

326,167.—Spooner, Inc., New York. (Jan. 15, 1931.)—Toilet preparations.

326,171.—Waltham Chemical Co., Waltham, Mass. (Feb. 15, 1932.)—Perfumed sprays used as deodorants.

326,195.—W. Sheinker & Son, Inc., New York. (Oct., 1927.)—Flavoring extracts.

326,196.—Slendress Laboratories, Dallas, Tex. (Jan. 26, 1932.)—Flesh reducing composition.

326,296.—A. I. Namm & Son, doing business as the Namm Store, Brooklyn, N. Y. (July 10, 1931.)—Liquid antiseptics and disinfectants, bath salts, hair bleach and cosmetics.

326,298.—Oldmill Paper Products Corp., Brooklyn, N. Y. (Sept. 25, 1931.)—Paper fabrics for skin cleansing and cosmetic removing purposes.

326,408.—Yardley & Co., Ltd., London, England. (1890.)—Bath soap, toilet soap, shaving powder.

326,599.—Keystone Laboratories, Memphis, Tenn. (Feb. 5, 1932.)—Hair dressing.

326,613.—Barbara Lee, Maplewood, Mo. (Apr. 1, 1932.)—Skin or tissue cream.

326,620.—Wilkinson, Gaddis & Co., Newark, N. J. (1887.)—Water softener, food colors.

326,649.—Frank Salato, St. James, N. Y. (Jan. 2, 1932.)—Preparation for treating dandruff and falling hair.

326,689.—Nyal Co., Detroit, Mich. (Feb. 10, 1932.)—Tooth powder.

326,698.—Viviny Perfumers, Inc., doing business as "Andre Chenier," West Haven, Conn. (Mar., 1926.)—Toilet preparations.

326,714.—Hygeia Products, Inc., Brooklyn, N. Y. (Apr. 1, 1932.)—Tooth dentifrice.

326,723.—Mountain Varnish & Color Works, Inc., Toledo, O. (Mar. 15, 1932.)—Cream for protecting skin from paint, varnish, grease, oils and acid.

326,755.—R. B. Martie, Inc., New York City. (Jan. 1, 1932.)—Powdered soap compound for laundry use and the like.

326,758.—Pond's Extract Co., New York City. (Apr. 15, 1932.)—Tissue paper for removing cold cream.

326,842.—Colgate-Palmolive-Peet Co., Chicago. (Sept. 1931.)—Toilet soap.

326,880.—Allen Chemical Co., Toledo, Ohio. (Mar. 1, 1928.)—Nose and throat spray.

326,915.—Skin Culture Laboratories, Inc., New York. (May 4, 1932.)—Skin lotion in cream or semi-solid form.

326,941.—Harry Hertzberg, doing business as Hare-stol Co., Brooklyn. (Mar. 1, 1932.)—Preparation for restoring hair to natural color, for removing dandruff and for retarding falling hair.

326,944.—Hazel M. Luck, doing business as Lady Hazel M. Luck, Washington, D. C. (Sept. 1, 1931.)—Toilet and hair preparations.

326,945.—Maison Jeunelle, Inc., Jersey City, N. J. (Mar. 16, 1932.)—Toilet soap.

326,951.—National Remedy Co., New York. (Apr. 4, 1932.)—Coloring preparation for the hair.

327,033.—United Drug Co., Boston. (Jan., 1926.)—Powder puffs.

327,206.—J. B. Williams Co., Glastonbury, Conn. (May 5, 1932.)—Soaps.

327,272.—Dryolet Manufacturing Co., St. Louis, Mo. (June 26, 1929.)—Shampoo.

327,475.—Red & White Corp., Buffalo, N. Y. (Oct. 28, 1931.)—Soap.

327,489.—Veldown Co., Inc., New York. (Mar. 2, 1932.)—Cleansing tissue.

## Trade Mark Registrations Granted

(Act of March 19, 1920)

*These registrations are not subject to opposition:*

M295,086.—Crystal Chemical Co., Inc., New York City, now, by change of name, Crystal Corp. (May 15, 1930. Serial No. 307,266.)—Face powders, rouges, face creams and lipstick.

M295,107.—Colgate-Palmolive-Peet Co., Chicago. (Feb., 1928. Serial No. 324,209.)—Soap.

M295,240.—William A. Webster Co., Memphis, Tenn. (Apr. 11, 1931. Ser. No. 313,571.)—Tooth paste.

M295,255.—Emil B. Segerstrom, doing business as Segerstrom Soap Co., Anaheim, Calif. (Jan. 15, 1931. Ser. No. 325,630.)—Soap.

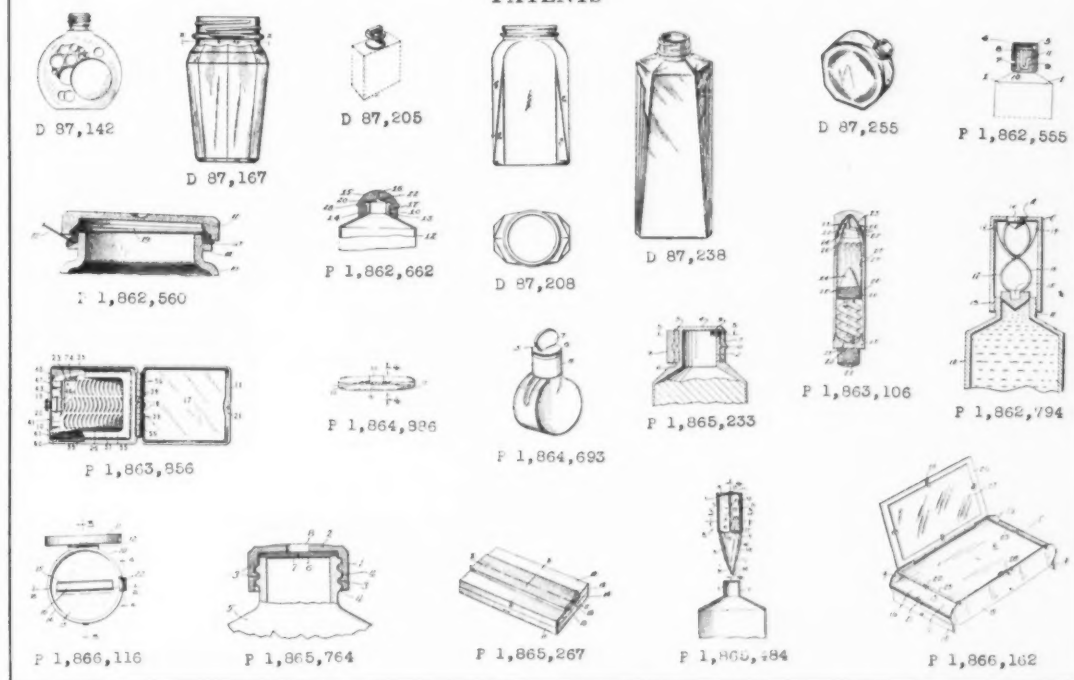
M295,257.—Milton H. Klein, Cleveland, Ohio. (Apr. 1, 1931. Ser. No. 326,373.)—Soap.

M295,685.—Jacob S. Polefsky, New York. (Feb. 15, 1930. Serial No. 321,036.)—Flavoring extracts.

## Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of*

## PATENTS



patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,862,555. Closure Organization for Collapsible Tubes and Like Containers. William H. Thorne, Grove City, Pa.

1,862,560. Vacuum Jar. William B. Willcutt, New York, and Charles A. Sleicher, Troy, N. Y., assignors to Vacuum Seal Co., Inc., New York, N. Y., a Corporation of New York.

1,862,662. Cap for Collapsible Tubes. Francis J. Costello, Newton, Mass.

1,862,794. Collapsible Tube Closure. Porter P. Lamb, Detroit, Mich.

1,863,106. Lip Stick Holder. Alexandre Gimonet, Arrochar, Staten Island, N. Y.

1,863,116. Tooth Paste. George H. Heymann, Louisville, Ky.

1,863,856. Powder Dispenser. Nathan Kasdan and Richard F. Landwehr, New York, and Daniel Pollack, Brooklyn, N. Y., assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York.

1,864,693. Container and Method of Preparing Same. Fedele Ricca, Red Bank, N. J.

1,864,886. Powder Puff and Method of Making the Same. Roger Bihler, College Point, N. Y., assignor to Michael A. Belkoff, College Point, N. Y., and Allen A. Slade, Rye, N. Y.

1,865,233. Closure for Collapsible Tubes. Leon J. Campbell, Buchanan, Mich.

1,865,267. Holder for Toilet Articles. Jacques. Manoha, New York, N. Y., assignor to Houbigant, Inc., New York, N. Y., a Corporation of New York.

1,865,484. Opening and Closing Device for Collapsible Tubes. Wendel V. Roos, New York, N. Y.

1,865,764. Container Stopper. John A. Keenan, Madison, Wis., assignor to General Laboratories Inc., Madison, Wis., a Corporation of Delaware.

1,865,948. Deodorant and Cleansing Powder. William Francis Nutt, Newburgh, N. Y.

1,866,116. Toilet Accessory. William Leidel, Elmhurst, N. Y.

1,866,162. Combination Vanity Case. Agnes H. Hall, Oakland, Calif.

### Designs Patented

87,142. Bottle or Similar Container. Ferdinand S. Barbiers, Lancaster, Ohio, assignor, by mesne assignments, to Marion Lambert, Inc., St. Louis, Mo., a Corporation of Missouri.

87,167. Jar or Similar Article. Olbert C. Noble, Washington, Pa., assignor to Tygart Valley Glass Company, Washington, Pa., a Corporation of West Virginia.

87,205. Bottle. Paul C. Delaize, New York, N. Y., assignor to D'Orsay Perfumeries Corporation, New York, N. Y., a Corporation of New York.

87,208. Jar. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio, a Corporation of Ohio.

87,238. Bottle. Frederick N. Peregoy, Zanesville, Ohio, assignor to Hazel-Atlas Glass Co., Wheeling, W. Va., a Corporation of West Virginia.

87,255. Bottle. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio, a Corporation of Ohio.

### U. S. Toilet Exports

Toilet exports in the first quarter of 1932 show no great surprises. The new low point reached, \$1,271,175 (for toilet requisites, medicated, toilet, and shaving soaps) which is 42 per cent below the equivalent period in 1931, is simply an evidence of the concerted efforts being made by most foreign countries to curtail purchases of this type of goods. While no type of toilet preparation succeeded in gaining ground over these obstacles, those which showed relatively greater firmness during the first quarter of this year were: Dentifrices, talcum powder, compacts, and hair preparations.

# Reports on Markets and Crops

## Floral Crops in Southern France

**G**RASSE, July 7.—The month of June, just as the month before it, brought only slight activity in our manufacturing plants and nothing outstanding marked this period of two simultaneous crops which ended just as they began, that is to say, in well-nigh general indifference.

On the other hand our market has shown better trends. Buyers have wisely taken advantage of circumstances in order to cover a good portion of their needs in rose and in orange, and they must have been well inspired in doing so. One cannot expect to be able to purchase later at prices for which there would be no reason, and it cannot be conceded that prices will continue to decline indefinitely. The present prices on all our products are now based on the price of the flowers whose crops have been sown and harvested on and off for the past year, and it is known that it is impossible to go still lower in the fixing of these prices at the time of the next crops without jeopardizing irremediably the future of our perfume plant crops.

The crisis may last still longer, but there is neverthe-



A FIELD OF YOUNG ROSE BUSHES

less one thing that is certain. Whatever may be said the fact remains that stocks are decreasing in our manufacturing plants. They are practically nil in the foreign markets and the present rate of production suffices to maintain the balance. When we meet not with a revival but the revival, stocks here will be quickly exhausted and will not in any case permit of making provision between two crops. Then the crops will surely have to be encouraged again by more advantageous prices if we wish to produce in order to satisfy a demand that becomes normal.

The drop in the temperature recorded at the end of May continued during almost the whole month of June, with two heavy storms on the second and eighth of the month. The thermometer ranged from 45°, F., to 82°, F., above, which is not the right tempera-

*(Continued on Following Page)*

## New York Market Report

**T**HE situation has not changed materially since our review of last month. Prices, however, are beginning to show materially greater resistance to the declining tendency which has been the rule for so many months. There have been a few items which have actually advanced during the month under review and few have fallen into new low ground. Shading is still the rule on large business, but there is less tendency to make initial quotations at ruinous price levels, and while competition in many items is keen, scanty stocks and light production of some oils seem likely to have some effect upon the market when business improves.

The summer is always dull, and this summer is no exception to the rule. However, the seasonal falling off in business does not appear as great as in other years. Floral products are very dull and almost neglected. Quotations both for import and for spot goods are at low levels, and chances of an immediate recovery do not seem bright. Seed and spice oils have held well since the sharp decline in clove oil was checked. Few changes in this group are reported this month. The domestic oils have been featured by a further decline in wormseed, but both acreage and crop condition indicate that the production of peppermint and spearmint will be small. However, there is plenty of both available at low prices now, and no shortage is anticipated.

There has been talk of Russian peppermint, but at today's prices it could not be laid down here at attractive prices, and it is doubtful that it could even compete favorably with Michigan and Indiana peppermint even in the European market. Samples of this item which have come in here are said to be of very ordinary quality.

In miscellaneous oils there has been a rather sharp advance in bois de rose, firmness in geranium and at least steadiness in citronella.

## Synthetics and Derivatives

The market has continued along rather quiet lines, with prices reasonably steady at recently prevailing levels. Makers are in control of the situation, and while they are competing strongly for business, it has not been as much at the expense of prices as has been the case at other times. Soap makers' products and other items in the cheaper brackets are said to be moving reasonably well. There has not been much doing in the finer and more expensive materials, although producers are encouraged over the sample orders and inquiries received lately, and anticipate better business in the Autumn. Menthol has been rather weak on spot owing to competition. Geraniol is moving well as is linalool. Higher aldehydes are attracting inquiries if not much actual business. The usual request for musk xylene is noted, but ambrette and ketone are not in exceptional demand. Other items show little change and no particular feature, business remaining quiet.



## New Canadian Trade Mark Act

by Howard S. Neiman

**T**HE new Canadian Trade Mark Act which becomes effective September 1, 1932, contains many novel and important features which demand the attention of those who are desirous of protecting their trade mark rights in that country.

The Act lays special stress upon registration and deprives the owner of common-law trade mark of many rights possessed under the older Act which will remain in force until the new one becomes effective.

Under the new Act no suits for infringements of unregistered trade marks can be brought in any court. This is a complete departure from the recognition of common-law rights incident to the laws of practically every other country, and avoids the generally accepted fact that a trade mark right is based upon first use and continued use, irrespective of registration.

The Act provides that the first to use, or make known through advertisements in Canada, a trade mark is not entitled to its exclusive use unless it is already registered, or is registered within six months of the coming into force of the new Act, or subsequently registered within six months of the date when first introduced into Canada.

On the other hand, no one shall knowingly adopt for use a trade mark already in use in Canada and registered by another, or a trade mark in use by another in any country a member of the International Convention, if such a mark is already in use in Canada or made known through advertisements in printed publications in Canada.

If registered, a later user cannot set up the defense of lack of knowledge of its prior adoption and use, but if it is unregistered, the later user has an opportunity to show good faith and ignorance of the prior use.

It is evident, however, that in practise it will be necessary for the prior user to show that the later user had such knowledge, a matter as difficult to prove as is abandonment of a trade mark.

A further bar is erected against the rights of the first user of a registered trade mark in that the Act provides that unless suit is brought within five years after the later user's first employment of the mark, there is no presumption that he knew of its former use.

Another novel feature of the Act is that it draws a distinction between a design, or representation, and words, and the latter cannot contain more than thirty letters, or numbers, divided into more than four groups. Designs and words cannot be included in the same application. Among the non-registerable marks are those which when translated into English or French are similar to registered marks.

Under the present Act, surnames and other prohibited marks can be registered by filing in the Patent Office proof of continued use amounting to a secondary meaning, but this protection has been omitted from the new Act.

The new Act contains no reference to classes of goods, and would seem, therefore, that all goods upon which the mark has been used can be included in one registration.

## Floral Crop Review

(Continued from Preceding Page)

ture for the season. The summer is taking long to arrive. Rains are frequent and the crops are feeling the effect very seriously of this excess humidity and lack of warmth.

### Rose

As in the case of the orange tree, the crop ended around the middle of June. The crop shortly before the beginning of the blooming was regarded as deficient, and this forecast has been fully confirmed. Furthermore, it is known from experience that tardy crops never give good results. The rain at the beginning of the month, the persistent days of storm and fog and violent gusts of wind have seriously set back the normal blossoming of the buds.

Roses, which at the outset had been but little in demand, subsequently became much in demand by some houses which, since they had only a reduced stock, saw their requirements insufficiently covered. Despite that, the price which seemed likely to be 1.25 frs. a kilo has been brought back to 1 fr. a kilo for merchandise delivered at the plants. It must be recognized that this price leaves no margin for the owners, who are wondering what decision they should take, whether to uproot the rose bushes or to continue to cultivate them, although there are some owners who have confidence in seeing more remunerative prices in the future.

The price on the manufactured products shows a great deal of firmness in the face of steady demands from the trade.

In Bulgaria we hear that the crop has also been deficient and of short duration (17 days of harvesting instead of 26 in a normal year), this having been due to the tardiness of the flowering. The yield has been a poor one, and this has thus meant an increase in the shortage that we pointed out in our reports of April, and which is now estimated at 40 per cent figured on the production of the last year. As to the price of the flower, it was the government which this year fixed it at 1.40 frs. a kilo by a law enacted June 3, this having been done in order to avoid a great tumble in the prices on this production which is a source of national wealth. Therefore, a decline should not be looked forward to on the otto of Bulgarian rose and neither should a rise be expected, the shortage in the crop being amply offset by the large stocks on hand at points of production.

### Orange Flower

This crop was not any more abundant than was anticipated. It may even be said that the unfavorable weather, rainy and comparatively cold, which prevailed during a part of May and June greatly handicapped the crop and caused quite a large loss of flowers. Furthermore, these flowers, which bloomed during weather that was very humid and not sufficiently warm, have given only a middling yield of essence of a medium grade.

All the manufactured products are on the downward grade at the present time, since the price of the free flower has been definitely established at 1.25 frs. a kilo.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.40@	.45
Apricot Kernel	.27@	.35
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.36@	.40
Araucaria	1.75@	1.85
Aspic (spike) Spanish	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	50.00@	
Bay	1.95@	2.15
Bergamot	2.05@	2.15
Birch, sweet N. C.	1.85@	2.10
Penn. and Conn.	2.50@	3.50
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Bois de Rose	1.30@	1.95
Cade, U. S. P.	.30@	.35
Cajeput	.60@	1.10
Calamus	3.00@	
Camphor "white"	.15@	.20
sassafrassy	.21@	.25
Cananga, Java native	1.50@	1.75
rectified	2.00@	2.25
Caraway	1.65@	1.75
Cardamom, Ceylon	15.00@	27.50
Cascarilla	65.00@	
Cassia, 80@85 per cent	.85@	
rectified, U. S. P.	1.10@	1.35
Cedar leaf	.76@	1.00
Cedar wood	.32@	.38
Cedrat	4.15@	
Celery	8.00@	8.50
Chamomile (oz.)	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.35@	.41
Java	.53@	.60
Cloves Zanzibar	.95@	1.10
Cognac	22.00@	28.00
Copaiba	.63@	.70
Coriander	4.40@	4.75
Croton	2.65@	3.00
Cubebs	2.70@	3.00
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.32@	.36
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose,		
Algerian	4.75@	5.00
Bourbon	4.75@	4.85
Spanish	16.00@	
Turkish	2.15@	2.45
Ginger	4.00@	4.20
Gingergrass	3.00@	3.15
Grape Fruit	3.40@	3.70

Guaiac (Wood)	2.85@	
Hemlock	.90@	1.00
Hops (oz.)	10.00@	14.00
Horsement	4.25@	
Hyssop	24.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	1.85@	3.50
Lemon, Italian	1.05@	1.40
Calif.	1.05@	1.35
Lemongrass	.46@	.55
Limes, distilled	6.25@	8.50
expressed	11.25@	13.00
Linaloe	1.70@	2.00
Lovage	27.50@	
Mace, distilled	1.10@	1.20
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	9.25@	11.50
artificial	1.60@	1.85
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	1.20@	1.40
Olibanum	6.50@	
Orange, bitter	2.20@	3.00
sweet, W. Indian	1.65@	2.15
Italian	1.75@	2.20
Spanish	2.65@	2.75
Calif. exp.	1.90@	2.05
dist.	.90@	1.00
Origanum, Spanish	1.45@	
Orris root, con. (oz.)	6.25@	8.00
Orris root, abs. (oz.)	70.00@	90.00
Orris Liquid	18.00@	25.00
Parsley	8.00@	9.25
Patchouli	3.70@	4.00
Pennyroyal, American	1.85@	2.15
French	1.15@	
Pepper, black	9.00@	
Peppermint, natural	1.55@	1.65
redistilled	1.75@	1.95
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.60@	2.00
Pine cones	3.00@	
Pine needle, Siberia	.64@	.70
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.41@	.49
Spanish	.32@	.38
Rue	3.15@	
Sage	3.00@	
Sage, Clary	22.00@	37.50
Sandalwood, East In-		
dia	7.50@	8.00
Australia	5.90@	6.60
Sassafras, natural	1.15@	1.85
artificial	.29@	.34
Savin, French	2.20@	2.55
Spearmint	1.05@	1.50
Snake Root	9.25@	11.00
Spruce	.90@	1.00
Styrax	12.00@	
Tansy	2.30@	2.60

Thuja	1.75@	
Thyme, red	.60@	.70
White	.80@	1.15
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, Southern	4.00@	
Penn. & Conn.	7.75@	8.50
Wormseed	1.70@	2.00
Wormwood	3.40@	3.75
Ylang-Ylang, Manila	25.00@	32.00
Bourbon	5.25@	9.00

## TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

## OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.15@	3.50
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	20.00@	40.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	4.25@	6.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate..	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate...	3.00@		Bismuth sub-nitrate...	1.10@	1.35
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton.....	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone...	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Salicylate Carb.	20.00@	36.00	Calcium, phosphate...	.08@	.08½
F. F. C.	1.55@	1.90	Methyl Iso-eugenol...	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb...	24.00@	32.00	Sulfate	.03¾@	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol...	4.65@	6.00	Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03½@	.06½
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester) .	1.50@	1.75	Citric acid	.35@	.40
Benzyl Iso-eugenol...	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate ..	5.25@	6.00	Clay, colloidal	.03@	.03½
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06½@	
Bromstyrol	4.00@	5.00	Ether	7.00@	8.00	Fuller's Earth, ton...	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white...	.20@	.22
Carvol	3.75@	4.25	100%	8.50@	10.50	amber	.09½@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam...	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate..	8.50@	12.50	Sumatra	.30@	.40
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol..	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate..	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate..	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide...	.05@	.08
Citral C. P.	2.60@	3.00	pionate	18.00@		Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate..	20.00@		Labdanum	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate	12.00@	14.00	Lanolin, hydrous	.18@	.22
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol.	9.00@	14.00	anhydrous	.20@	.24
Coumarin	4.00@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	12.00@		Magnesium, Carbonate	.06¾@	.07½
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02½@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P.... (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
none	4.00@	6.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.09@	.14
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd....	.20@	.75
Ethyl Benzoate	1.45@		Vanillin (clove oil) ..	5.15@	6.00	Paraffin	.03½@	.05
Ethyl Butyrate	1.25@		(guaiacol)	4.65@	5.25	Patchouli leaves	.16@	.75
Ethyl Cinnamate	4.00@		Vetiveryl Acetate...	21.00@	25.00	Petrolatum, white	.06½@	.10½
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha..	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate.	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	1.75@	2.00
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	3.10@	4.00				Rhubarb root, powd..	.28@	.50
Geraniol, dom	2.00@	6.00	BEANS			Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00	Tonka Beans, Para..	1.00@	1.25	Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00	Angostura	2.00@	2.15	pale	.40@	.50
Geranyl Formate	4.25@	10.00	Vanilla Beans			Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40	Mexican, whole	3.50@	4.75	Salicylic acid	.40@	.45
foreign	2.50@		Mexican, cut	2.50@	2.75	Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50	Bourbon, whole...	1.05@	2.00	Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00	South American...	2.00@	2.50	Soap, neutral white..	.19@	.23
Indol, C. P. .... (oz.)	2.65@	5.00	DRUGS AND SUNDRIES			Sodium, Carb. crys...	.01¾@	.02¼
Iso-borneol	2.30@		Acetone	.11@	.15	Phosphate, tri-basic..	.03¾@	.04
Iso-butyl Acetate	2.65@		Alcohol, 190 proof, gal.2.37½@	2.63½		Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25	Almond meal	.21@	.25	Styrax	.40@	3.35
Iso-butyl Salicylate..	3.00@	6.00	Alum. potash	.03¼@	.03½	Sulfur, precip.	.17@	.20
Iso-eugenol	4.00@	4.50	Aluminum chloride ..	.10@		Tartaric acid	.27@	.30
Iso-safrol	1.75@		Ambergris	32.50@	Nom	Titanium oxide	.22@	.25
Linalool	2.15@	3.00	Balsam, Copaiba	.19@	.22	Tragacanth, No. 1...	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75	Peru	1.30@	1.50	Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@		Tolu	.90@	1.15	Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00	Fir, Canada, gal...	9.00@	12.00	Vetivert root	.30@	
Menthyl, Japan	2.65@	3.15	Oregon	1.00@	1.20	Violet flowers	.95@	1.15
Synthetic	2.50@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	3.00@	3.50				Oxide	.13½@	.15
						Stearate	.21@	.28

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Trisodium Phosphate in Soaps

ALL the phosphates of soda have, from time to time, been recommended as serving some useful purpose when added to soaps or soap powders, and at the present time the trisodium or alkaline phosphate is engaging a good deal of attention not only in this country, but also in America and on the Continent. It may be obtained by treating ordinary disodium phosphate with a slight excess of caustic soda and crystallizing and in addition to its water-softening power, which is well-known (and for which it has many cheaper competitors), it is now claimed to be a good emulsifier of oils, and owing to its high pH value, to have useful detergent properties. Its effect on the detergent value of soaps has recently been examined by Rhodes and Bascom (*Ind. Eng. Chem.*, 1931, p. 778), who have made practical washing tests following the method of Rhodes and Brainard (*P. & E.O.R.*, 1929, p. 106) and employing a 0.25 per cent solution of the dry soap, to which various alkaline substances, including trisodium phosphate, were added. These alkaline substances of course increase the pH value, and it has been sought to find a relationship between this value and the detergent power. It is concluded that the optimum cleansing results are obtained at a pH value of 10.7 whatever the substance added to the soap, and any excess beyond this reduces the detergent value. Trisodium phosphate by increasing the pH value to the required point is therefore a useful addition to soaps or powders.

It may be added to hard soaps or soap powders in the form of powder, or to soft soaps in solution in water.—*The Perf. & Essen. Oil Record*, Vol. 22, No. 9, p. 296.

## Increased Trade in Medicated Soaps

Increased trade in medicated soaps was achieved in 1931 in three of the leading foreign markets for this line. British India bought practically \$50,000 worth, 10 per cent more than the year before. Canada and Panama also boosted their purchases. While the value of the business done to Colombia, Venezuela, and the Philippines dropped off some, these three markets also rank high in this foreign trade of medicated soaps, which totaled in 1931 \$269,000.

## Tariff Hearing on Sperm Oil

The U. S. Tariff Commission has announced public hearings in its investigation of costs of sperm oil, crude and refined, and spermaceti wax. The hearings will be held at the offices of the Commission in Washington September 20.

## Netherland Market for Shaving Soap

DESPITE its small size, density of population and a relatively high standard of living make the Netherlands a fairly good market for shaving accessories. There is a well established soap industry in this country, but the shaving soaps it makes do not appear to be very popular. The greater part of the domestic production is sold in soap form to barbers in bulk or in retail stores in pieces in cardboard containers. Retail prices average \$0.52 to \$0.72 per kilo. Dutch shaving soap for home use is sold mostly in square or round pieces with cardboard containers, thickness about one-half to three-fourths of an inch, diameter about 2½ to 3 inches, or in cups of about the same diameter and approximately 2 inches deep. Retail prices for the pieces and cups are approximately \$0.08 to \$0.12. Dutch shaving sticks are offered at retail at prices varying from about 45 to 75 cents.

A large number of European and American brands of shaving soap for home use are offered in this market and competition is very keen. The United States and Germany, followed by France and Great Britain, have a good share of this business. American products enjoy a very good reputation. While the stick form still predominates, the use of cream has been increasing of late owing mainly to the activities of several American companies.

Prices of European sticks vary from about \$0.12 to \$0.30; refills are somewhat lower. American sticks ordinarily retail at \$0.30 to \$0.40; refills correspondingly lower. Shaving creams (American and foreign) in tubes are usually sold at prices from \$0.24 to \$0.40.—(*Commercial Attache Jesse F. Van Wickel, The Hague*).

## Protest on Soap

No. 20727, by James P. Smith & Co., New York. Soap classified at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable at 15 per cent under the same paragraph.

Opinion by Justice McClelland. In accordance with stipulation of counsel and on the authority of De Jong v. United States (T. D. 44931) the soap in question was held dutiable at 15 per cent under paragraph 82.

## Toilet Soap Consumption in Greece

Per capita consumption of toilet soaps increased from 0.03 kilo in 1920 to 0.07 kilo in 1930. Imports were decimated but production within the decade rose from 50,000 to 450,000 kilos.—(*Acting Commercial Attache Ralph B. Curren, Athens*).



# Perfumes for Use in Soaps\*

## The Lasting Qualities of Various Perfume Substances on Soaps and Their Effect on Color

by Dr. Paul Jellinek

**PHENYL ACETALDEHYDE:** Kept both in the unwrapped cakes and in the cold made wrapped soaps for only 2 to 3 days; by that time the smell had completely faded and the soap was brown and spotted. The milled wrapped piece kept its odor for 3 months; during this time the odor kept dwindling and the color deepening, with darkening spots, just like the unwrapped cakes. Is non-alkali-fast and has strong coloring tendencies.

**Phenyl Ethyl Alcohol:** Absolutely alkali fast and does not color. Remains in evidence over 2 weeks, in the unwrapped cakes as well.

**Phenyl Ethyl Acetate:** Kept its odor practically undiminished in the milled-wrapped soap for 1 year, after which it gradually died out although still in evidence at the end of the observation period. The unwrapped piece of milled soap lost all aroma in 2 weeks. In the cold made unwrapped soap the odor had vanished in 1 week, but the wrapped soap kept its odor undiminished for 3 months. No coloring in any instance. Suitable for use in wrapped soaps (including white).

The other esters of phenyl ethyl alcohol, which are of lesser interest from the perfuming point of view, behaved similar to this one.

**Phenyl Propyl Alcohol** (Hydro cinnamic alcohol): Behaved precisely the same as phenyl ethyl alcohol.

**Phenyl Acetic Acid:** It was evident beforehand that this free acid could not be alkali fast. Experiments were nevertheless made to test its durability in milled soaps, at least, since, for one thing, it is frequently prescribed in formulas and, for another, the possibility of its adoption in soap perfuming would be a very good thing, as it is an important factor in numerous types of scents. Unfortunately it was found that pure phenyl acetic acid had vanished even from the milled cakes, without leaving a trace behind, within only a few days. And the soap, while not coloring, took on a wax-like, glassy appearance.

**Phenyl Acetic Acid Ester** (Methyl, Ethyl and Amyl Ester): Not alkali fast. Lasts several weeks, however, (the Amyl Ester as much as 2 months) in the milled soap, wrapped. Does not color.

**Safrol** (i-safrol): Absolutely alkali fast and never colors. This aromatic substance kept its odor even in the unwrapped cakes throughout the whole period of observation.

**Salicylic Acid—Methyl Ester and Ethyl Ester:** The two esters behave alike. In the milled cakes the odor was retained for 1 year in the unwrapped soap, and all through the observation period in the wrapped

cake. The cold made cakes smelled for 1 month (unwrapped) and for 6 months (wrapped). No coloration at all observed. The esters may therefore be used to good purpose.

**Salicylic Acid—Amyl Ester:** Only the unwrapped cake of cold made soap lost its odor after some 6 weeks. All the other soaps had an odor throughout the observation period. No coloring noted at all. Good for all soaps.

**Styrolyl Acetate:** Milled soap: the unwrapped piece kept its odor for about 10 days; the wrapped piece gradually weakened in odor but retained it in part for a whole year. The cold made cakes were odorless, the one in 3 days and the other in 10 days. Color changes were not observed. This interesting perfuming substance can therefore be used without hesitation in wrapped milled soaps.

**Terpineol:** Absolutely alkali and color fast. In using terpineol, great care must be exercised to see that this cheap perfume is not kept any longer time than is necessary in metal receptacles, and that it is at once emptied into glass. Where terpineol was kept standing in metal, the soap perfumed with it was found to have yellow spots. Exposed cakes kept their smell for 2 weeks at best.

**Terpinyl Acetate:** In many parallel tests, brown coloring of the cakes was observed. That these color changes were due to impurities in the aromatic substance (probably metal salts) was demonstrated by the fact that freshly distilled terpinyl acetate never produced the slightest coloring or spotting of the soap. The odor, it happens, keeps rather well in the milled soap (3 weeks in the exposed piece and throughout the observation period in the wrapped), but slowly turning into a camphor-like disagreeable smell, so that perhaps the use of this odoriferous substance in soaps had better be eschewed. The cold made cakes had lost all odor in from 2 to 3 weeks.

**Thymol:** This aromatic substance, which is supposed to be particularly indicated in medicinal soaps but which can be used to good advantage in many other formulas as well, is absolutely alkali fast and keeps equally well in wrapped and unwrapped, cold made and milled soaps, without causing either coloring or spotting.

**Vanillin:** Keeps its smell admirably in milled packed soaps (practically unchanged in strength and delicacy throughout the whole observation period), but imparts a deep color up to dark brown. The unwrapped milled cake, which had turned chocolate-brown within a few hours, likewise kept its aroma for over ½ a year. The coconut cold-made soaps had practically lost all odor at the end of 3 months. So-called ethyl vanillin (proto catechuic aldehyde-ethyl ester) resembles



\* Continued from the June, 1932, issue.

vanillin, but is to be preferred as it has nearly four times the strength and, when used to give as strong a smell as vanillin, may be expected to impart only  $\frac{1}{4}$  as much color. Vanillin colors under all conditions, even if added to soaps as a natural constituent of resins (tolu, benzoin). These resins are likely to lend a weaker tinge than pure vanillin, simply as the natural consequence of their containing a lesser amount of this aromatic principle.

**Cinnamic Aldehyde:** Remained in evidence in the wrapped milled soap all through the period of observation; the unwrapped cake smelled for about  $\frac{1}{2}$  a year. The cold made cakes smelled 3 weeks (unwrapped) and 3 months (wrapped). All the cakes, after being stored, showed not only a delicate yellow shade but also occasional brown spots, which would appear to argue against the use of cinnamic aldehyde in white soaps. Satisfactory, therefore, for all colored soaps.

**Cinnamic Alcohol:** Kept its odor and color in all the cakes throughout the observation period. Absolutely alkali fast.

**Cinnamic Alcohol Acetate:** Can be used to good purpose in milled soaps. Kept 5 months in the unwrapped cake, and throughout the observation period in the wrapped cake, without coloring.

**Cinnamic Acid Esters: Methyl ester:** In the milled pieces, unchanged in color and lasting in odor throughout the observation period. Kept nearly 2 months in the cold made soaps.

**Ethyl ester** behaved exactly in the same way but its odor was appreciably weaker.

**Amyl ester** also acts the same way.

**Benzyl Ester:** Remained unchanged in all the soaps, including the cold made pieces, all during the entire observation period.

### Wetting, Spreading and Emulsifying Agents

R. M. Woodman, in *J. Soc. Chem. Ind.*, 93-8T (1930) states that the terms "wetter" and "spreader" are critically defined and the importance of wetting and spreading with all classes of spray fluids is demonstrated. A laboratory examination was made of several well known and possible wetters and the tension solution/air being measured. The results indicated that potash oleate, soda resinate, and the mixed salts from bile are by far the best wetters and spreaders. The drawbacks of this method of estimating the value of the respective materials is pointed out. Solutions of some liquids may serve the dual purposes of contact insecticides of moderate toxicity and sodium resinate was found to be slightly more effective as a wetter and spreader in moderately concentrated salt solutions than in water alone. The difference existing between the practical and theoretical conceptions of adequate wetting and spreading are discussed and methods of conferring these properties other than by lowering the tension spray/air are advocated to some extent.—*The British Soap Manufacturer*, Vol. VII, No. 78, 1931, pp. 104-5.

Investigators find that milk can be kept in cold storage indefinitely. That's the way a lot of the milk of human kindness is kept.—*Arkansas Gazette*.

### Natural Products

Subsequently we shall treat the use of natural aromatic substances in soap in the same manner in which we have already dealt with the use of the artificial aromatic substances, but before doing so we should like to point out certain difficulties, namely:

The artificial aromatic substances used for the tests were "100% pure" in all cases where this was of practical importance. The "100% pure" standard is one which cannot, however, be strictly applied to the natural perfuming materials, essential oils, resins and drugs. Products of this kind (outright imitations not considered) though known commercially by the same name, often vary considerably in composition and, consequently, in their effects on the soap, inasmuch as the place of origin, the crop year, the manner and place of storage, and the methods of production as well—all essential factors determining the composition of the natural product—may differ widely.

This explains why it is that reports of different perfumers on the behavior of any given natural perfume, especially in white soaps, often reveal wholly conflicting results.

In taking up these aromatic substances I shall, so far as I can, try to throw some light on the reasons for their so frequently diverse behavior.

Just as with artificial odoriferous materials, so with the natural ones, only the most important, those most commonly used, were examined for their behavior in soap mixtures, as it is impossible to observe all the perfuming materials that might have claim to consideration.

The next instalment will discuss the action of the essential oils.

(To be continued)

### The Determination of Neutral Fat in Soaps

E. WALTER. *Seifensieder-Ztg.* 58, 759-60 (1931).—A method for detn. of neutral fat in soaps is described as being more accurate than the official German method. It consists in liberating the fatty acids of the soap by means of  $H_2SO_4$  and extg. with petr. ether. Add phenolphthalein and, slowly, enough KOH (in 50% alc. soln.) to convert into K soap, avoiding an excess of KOH; draw off the soap soln. and again shake with petr. ether; unite the petr. ether ext. contg. neutral fat and unsaponifiables; wash with neutral 50% alc. and filter. Evap., take up with neutral ether-alc. and titrate with 0.1 N KOH to remove any free acids; only a few drops is required, which must be subtracted from the final result. Add 3 cc. 0.5 N KOH, evap. ether and saponify, driving off alc. Add water and 4 cc. 0.5 N  $H_2SO_4$ , dissolve in ether, wash with water, evap. ether, dissolve in neutral alc. and titrate with 0.1 N NaOH. Subtract the above correction and calc. as neutral fat.

#### Kroper's View

*Determination of neutral fat in soaps.* H. KROPER. *Seifensieder-Ztg.* 58, 807 (1931).—The above method (preceding abstr.) has been used by K. (C. A. 22, 4851) and the present revision of the German standard method has obviated the difficulties. — *Chemical Abstracts*.

# Soap Production in 1931

WASHINGTON, D. C., July 21.—The Bureau of the Census announces that, according to a preliminary tabulation of data collected in the Census of Manufactures taken in 1932, soap to the value of \$233,472,262 (at f. o. b. factory prices) was manufactured in the United States in 1931, a decrease of 18.6 per cent as compared with \$286,756,875 reported for 1929, the last preceding census year. Of the 1931 total, \$225,489,801 was contributed by establishments engaged primarily in the manufacture of soap, and \$7,982,461 by establishments engaged primarily in other lines of manufacture. The more important items which contributed to the total for 1931 are as follows: Toilet soap, 301,265,779 pounds, valued at \$52,613,673; laundry soap (white and yellow), 1,395,966,370 pounds, \$67,189,199; soap chips and flakes, 344,974,949 pounds, \$30,147,296; granulated and powdered soap, 414,447,267 pounds, \$40,283,099.

This industry embraces establishments engaged primarily in the manufacture of the following classes of products: Toilet soap, white and yellow laundry soap, soap chips and flakes, and other hard soaps; granulated and powdered soaps and soap powders; shaving soap, cream, and powder; soft, liquid, and paste soaps.

Statistics for 1931, with comparative figures for 1929, are given in the following tables. The figures for 1931 are preliminary and subject to revision. (See "Note" below.)

Table 1. Summary for the Industry: 1931 and 1929.

	1931	1929	Per cent of increase (+) or decrease (—)
Number of establishments.....	223	282	-20.9
Wage earners (average for the year) <sup>1</sup> .....	13,762	14,363	-4.2
Wages <sup>2</sup> .....	\$17,329,916	\$18,994,656	-8.8
Cost of materials, containers for products, fuel, and purchased electric energy <sup>3</sup> .....	\$119,522,445	\$180,352,984	-33.7
Products, total value <sup>4</sup> , \$.....	\$254,164,347	\$310,191,530	-18.1
Soap.....	\$225,489,801	\$274,839,304	-18.0
Other products.....	\$28,674,546	\$35,352,226	-18.9
Value added by manufacture <sup>4</sup> .....	\$134,641,902	\$129,838,546	+3.7

<sup>1</sup> Not including salaried officers and employees. The average number of wage earners is based on the numbers reported for the several months of the year. This average probably exceeds somewhat the number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the number employed on or about the 15th day of each month, as shown by the pay rolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire month. Then it becomes necessary to give equal weight to full-time and part-time wage earners in calculating the average, and therefore the average may overstate somewhat the amount of full-time employment. For this reason the quotient obtained by dividing the amount of wages by the average number of wage earners cannot be accepted as representing the average wage received by full-time wage earners.

<sup>2</sup> Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as salaries, interest on investment, rent, depreciation, taxes, insurance, and advertising.

<sup>3</sup> For 1931, production; for 1929, sales (shipments or deliveries) by manufacturers.

<sup>4</sup> Value of products less cost of materials, containers for products, fuel, and purchased electric energy.

Note.—As the purpose of this preliminary report is to make the census statistics available at the earliest possible date, thus insuring their maximum current value, they have been compiled from returns which have not received the careful scrutiny and revision which will be given them before the publication of the final reports. Some of the items may, therefore, differ slightly

from the corresponding items in the final report for the industry, but it is believed that these differences are not of sufficient importance to have any material effect on the value of the statistics for practical purposes.

Table 2.—Soap—Production, by Kind, Quantity, and Value: 1931 and 1929.

	1931	1929
[The figures given for 1931 represent production; those for 1929 refer to sales (shipments or deliveries) by manufacturers]		
Soap made in all industries, aggregate value.....	\$233,472,262	\$286,756,875
Made in the soap industry, value.....	\$225,489,801	\$274,839,304
Made as a secondary product in other industries value.....	\$7,982,461	\$11,917,571
Hard soaps:		
Total pounds.....	2,008,969,595	2,250,663,402
Total value.....	\$153,788,352	\$199,855,682
Toilet soap—		
Pounds.....	301,265,779	324,383,543
Value.....	\$52,613,673	\$59,982,997
Laundry soap (in bar form)—		
White—		
Pounds.....	785,951,788	914,588,831
Value.....	\$33,221,121	\$51,175,255
Yellow—		
Pounds.....	610,014,582	550,593,948
Value.....	\$33,968,078	\$40,774,488
Foods Soap—		
Pounds.....	20,615,108	21,829,276
Value.....	\$1,212,600	\$1,916,077
Soap chips and flakes—		
Pounds.....	344,974,949	387,325,004
Value.....	\$30,147,296	\$41,763,903
Other hard soaps—		
Pounds.....	36,747,389	51,342,800
Value.....	\$2,625,584	\$4,242,962
Granulated and powdered soap—		
Pounds.....	414,447,267	337,291,356
Value.....	\$40,283,099	\$35,724,861
Soap powders (including washing powders, cleansers, and scouring powders)—		
Pounds.....	425,861,866	505,529,239
Value.....	\$18,125,127	\$23,387,172
Shaving soap, cream, and powder, value.....	\$11,175,666	\$10,793,968
Liquid soap—		
Pounds.....	28,955,385	35,263,195
Value.....	\$2,158,349	\$3,497,384
Paste soap—		
Pounds.....	29,807,733	40,523,581
Value.....	\$1,846,792	\$3,009,945
Soft soap—		
Pounds.....	37,104,139	66,141,365
Value.....	\$1,980,284	\$3,950,851
Other soaps—		
Pounds.....	5,810,709	6,444,377
Value.....	\$332,112	\$766,252
Soap stock or soap loss, for sale as such—		
Pounds.....	8,561,584	4,106,339
Value.....	\$521,707	\$292,323
Soap not reported by kind—		
Pounds.....	45,850,977	49,513,181
Value.....	\$3,260,864	\$5,478,497

## Protest Duty on Soap in Bars

In protests 303538-G, etc., of Mattoon & Co., San Francisco, and 295318-G of the Heyman Weill Co., also of San Francisco, claims were made that certain soap should be returned for duty at 15 per cent ad valorem under paragraph 82 of the Tariff Act of 1922.

In T. D. 19782 and 19783, respectively, Justice J. McClelland sustained the claims in accordance with stipulation that the soaps in question are of the same dutiable character as that passed upon in *De Jong v. United States* (T. D. 44931).

## Soap Materials Market

### Vegetable Oils

Since our last review there has been quite an improvement in the demand from soap makers and refiners for all grades of vegetable oils, and during the past two weeks or so there has also been a good deal of trading. Prices, for the most part, have advanced fractionally.

Crude coconut oil has been very active, with bulk Manila oil selling at 3½¢ lb. cif New York for this year's shipment from the Philippines. Offerings of round lots from the Philippines are very light and copra has also become much firmer. Tank cars are quoted at 3½¢ lb. New York and 3½¢ lb. Pacific Coast, but importers do not seem anxious to move large quantities at these levels in view of the firmer tendency. Acidulated coconut oil soap stock, 98% saponifiable, has also been quite active, but production is very limited.

Following the upward movement of hogs and lard, crude cottonseed oil and corn oil experienced marked advances. Both these oils are very steady, and for the present offerings are extremely light, while demand from consumers is brisk. The demand for domestic soyabean oil has also increased recently.

Although activity recently in olive oil foots and commercial denatured olive oil has not been very heavy, after the reparations settlement at Lausanne cables from abroad indicated a much firmer market, and importers here are looking forward to a much increased demand.

A. H. HORNER.

### Tallow

Conditions in the tallow and grease market continued to straggle along with the general business trend since our last review, although a firmer tendency was noted during the first two weeks of this month. Tallow offerings were limited in the East. While a better inquiry was seen, the transactions reported for the most part were confined to moderate quantities. Grease was somewhat higher with the demand showing improvement. Offerings were generally light, with a slightly better inquiry for moderate quantities. In the Middle West the market likewise was firm, even a slight upturn in tallow and greases being noted. Certain grades were fractionally stronger on slightly better buying, and the tone of the market generally has been considered favorable lately.

Prices of both tallow and grease have shown advancement, tallow being increased ¾¢ per pound and grease ½¢ per pound the week ended July 15.

### Irish Increase Soap Duties

The new duties on soap and soap products scheduled in the Irish Free State Budget are 25 per cent on toilet soaps and 15 per cent on soap powders. These represent increases of 5 per cent on the duties prevailing hitherto against Empire products, and 17½ per cent and 12½ per cent respectively on foreign soaps.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.02½ @	
Edible .....	.02¼ @	
Fancy .....	.03½ @	
Grease, white .....	.02½ @	
House .....	.01¾ @	
Yellow .....	.01¾ @	
Lard .....	.05¼ @	.06¾

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks .....	.04¾ @	
Corn Oil, 95% T.F.A., tanks .....	.03½ @	
Red Oil, distilled, tanks .....	.05¼ @	
Saponified .....	.05¾ @	
Stearic Acid, single pressed .....	.07 @	
Double pressed .....	.07½ @	
Triple pressed .....	.10¼ @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 @	
No. 3, tanks .....	.08½ @	
Coconut, Ceylon Grade, tanks .....	.03½ @	
Cochin grade, tanks .....	.03¾ @	
Manilla grade, tanks .....	.03¼ @	
Corn, crude, Midwest mill, tanks .....	.03½ @	
Cotton, crude, Southeast, tanks .....	.02¾ @	
Refined .....	.03½ @	
Foots, 50% T.F.A. ....	.01 @	.01½
Lard, common No. 1, barrels .....	.06 @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.60 @	.62
Foots, prime, green, barrels .....	.04½ @	
Palm, Lagos, max. 20% F.F.A., drums .....	.03¾ @	
Niger, casks .....	.03 @	
Palm, kernel, tanks .....	.04½ @	
Peanut, crude, barrels .....	.06½ @	
Refined, barrels .....	.08¼ @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.03½ @	
Tallow, acidless, barrels .....	.06¼ @	
Whale, Crude No. 1, Coast, tanks .....	.04 @	
Refined, barrels .....	.51 @	.59

### Glycerine

Chemically pure, drums extra .....	.10¾ @	.12¾
Dynamite, drums included .....	.08 @	.09
Saponification, drums .....	.05 @	.05½
Soap, lye .....	.04 @	.04½

### Rosin

#### Barrels of 280 pounds

B .....	\$3.20	K .....	\$3.75
D .....	3.30	M .....	4.40
E .....	3.40	N .....	4.95
F .....	3.52½	W.G. ....	5.30
G .....	3.57½	W.W. ....	5.95
H .....	3.60	X .....	6.10
I .....	3.65	Wood .....	3.33

### Chemicals

Acid, muriatic, 18°, 100 pounds .....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners' tank cars .....	.06¼ @	
Potassium, carbonate, 80@85% ..	.05¾ @	
Hydroxide (Caustic potash) 88@92% .....	.06½ @	.06¾
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01¾ @	.02¼
Phosphate, tri-basic .....	.03 @	.03¼
Zinc oxide .....	.05¾ @	



